

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING NOVEMBER 11, 1979

## NIELSEN AVERAGE AUDIENCE

### HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ABC SUNDAY NIGHT MOVIE	31.5	24,030
2	60 MINUTES	29.7	22,660
3	M*A*S*H	27.2	20,750
4	THREE'S COMPANY	26.7	20,370
5	EIGHT IS ENOUGH	24.5	18,690
5	ONE DAY AT A TIME	24.5	18,690
7	ARCHIE BUNKER'S PLACE	24.3	18,540
8	DALLAS	24.1	18,390
9	ALICE	24.0	18,310
10	TAXI	23.8	18,160
10	WKRP IN CINCINNATI	23.8	18,160
12	LITTLE HOUSE-PRAIRIE	22.9	17,470
13	ANGIE	22.8	17,400
14	CBS NFL FOOTBALL SPECIAL(S)	22.6	17,240
15	DUKES OF HAZZARD	22.4	17,090
16	JEFFERSONS	22.2	16,940
16	MORK & MINDY	22.2	16,940

### TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ABC SUNDAY NIGHT MOVIE	24.4	50,530
2	60 MINUTES	18.9	39,150
3	DUKES OF HAZZARD	18.5	38,340
4	MORK & MINDY	17.8	36,850
5	M*A*S*H	17.5	36,170
6	LITTLE HOUSE-PRAIRIE	17.4	35,990
7	THREE'S COMPANY	17.4	35,900
8	EIGHT IS ENOUGH	16.9	34,870
8	WITCH'S NIGHT OUT(S)	16.9	34,870
10	INCREDIBLE HULK	16.1	33,310
11	DALLAS	16.0	33,110
12	MORK & MINDY SPECIAL(S)	16.0	33,020
13	ARCHIE BUNKER'S PLACE	15.8	32,670
14	ONE DAY AT A TIME	15.8	32,660
15	CASPER HALLOWEEN SPECIAL(S)	15.8	32,610
16	ALICE	15.6	32,220
17	CHIPS	15.3	31,730
18	TAXI	15.2	31,510

### WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ABC SUNDAY NIGHT MOVIE	24.4	19,540
2	60 MINUTES	23.1	18,530
3	THREE'S COMPANY	20.3	16,250
4	ONE DAY AT A TIME	20.2	16,230
5	ALICE	20.1	16,130
5	LITTLE HOUSE-PRAIRIE	20.1	16,130
7	M*A*S*H	19.7	15,750
8	DALLAS	19.6	15,670
9	ARCHIE BUNKER'S PLACE	19.5	15,660
9	EIGHT IS ENOUGH	18.8	15,030
11	JEFFERSONS	18.6	14,900
12	TAXI	18.3	14,690
13	ABC FRIDAY NIGHT MOVIE#	17.9	14,360
14	WKRP IN CINCINNATI	17.7	14,180
15	ANGIE	17.2	13,800

### MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ABC SUNDAY NIGHT MOVIE	25.6	18,440
2	60 MINUTES	22.5	16,190
3	CBS NFL FOOTBALL SPECIAL(S)	19.0	13,710
4	NFL MONDAY NIGHT FOOTBALL	18.8	13,560
5	ARCHIE BUNKER'S PLACE	17.6	12,660
6	DUKES OF HAZZARD	17.3	12,440
7	VEGA\$#	16.9	12,150
8	CBS NFL FOOTBALL GAME 1	16.5	11,870
9	DALLAS	16.2	11,650
10	M*A*S*H	16.1	11,630
11	NFL FOOTBALL GAME 2-NBC#	16.1	11,580
12	MORK & MINDY	15.6	11,270
13	THREE'S COMPANY	15.2	10,930
14	ONE DAY AT A TIME	15.1	10,910
15	INCREDIBLE HULK	15.1	10,890
16	CHARLIE'S ANGELS	14.8	10,660

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING NOVEMBER 11, 1979

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ABC SUNDAY NIGHT MOVIE	29.0	14,490
2	ABC FRIDAY NIGHT MOVIE#	21.3	10,630
3	MORK & MINDY	20.7	10,340
4	THREE'S COMPANY	20.3	10,110
5	TAXI	19.8	9,860
6	M*A*S*H	19.6	9,780
7	WKRP IN CINCINNATI	18.5	9,240
8	QUINCY, M.E.	18.5	9,230
9	MORK & MINDY SPECIAL(S)	18.1	9,050
10	DALLAS	18.1	9,020
11	BENSON	18.0	8,980
12	EIGHT IS ENOUGH	17.8	8,860
13	SOAP	16.6	8,280
14	ANGIE	16.3	8,150
15	HART TO HART	16.2	8,100
15	LITTLE HOUSE-PRAIRIE	16.2	8,100

### WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	35.6	8,660
2	ARCHIE BUNKER'S PLACE	35.4	8,600
3	ONE DAY AT A TIME	33.3	8,100
4	ALICE	32.2	7,820
5	JEFFERSONS	28.9	7,040
6	LITTLE HOUSE-PRAIRIE	28.0	6,810
7	WALTONS	27.8	6,770
8	CBS NFL FOOTBALL SPECIAL(S)	24.8	6,020
9	TRAPPER JOHN, M.D.#	22.5	5,460
10	BARNABY JONES	22.0	5,350
11	DALLAS	21.3	5,180
12	REAL PEOPLE	21.1	5,120
13	THREE'S COMPANY	20.2	4,920
14	LOVE BOAT	20.1	4,880
15	M*A*S*H	19.8	4,820
16	CBS EVENING NEWS-CRONKITE	19.8	4,810
16	EIGHT IS ENOUGH	19.8	4,810

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ABC SUNDAY NIGHT MOVIE	28.2	13,370
2	MORK & MINDY	19.5	9,250
3	NFL MONDAY NIGHT FOOTBALL	18.3	8,700
4	MORK & MINDY SPECIAL(S)	17.9	8,480
4	60 MINUTES	17.9	8,480
6	DUKES OF HAZZARD	16.6	7,860
7	CBS NFL FOOTBALL GAME 1	16.2	7,700
7	RACE-YOUR LIFE, C.BROWN(S)	16.2	7,700
9	VEGA\$#	16.2	7,680
10	CBS NFL FOOTBALL SPECIAL(S)	16.2	7,670
11	M*A*S*H	15.7	7,450
12	NFL FOOTBALL GAME 2-NBC#	15.7	7,430
13	DISNEY'S WONDERFUL WORLD	14.7	6,980
14	DALLAS	14.6	6,940
15	INCREDIBLE HULK	14.5	6,900
16	BEST-SATURDAY NIGHT LIVE	14.4	6,840
17	BARNEY MILLER	14.2	6,760
18	BIG EVENT	14.1	6,670

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	32.8	6,280
2	ARCHIE BUNKER'S PLACE	31.6	6,040
3	ONE DAY AT A TIME	24.8	4,740
4	CBS NFL FOOTBALL SPECIAL(S)	24.3	4,650
5	ALICE	23.2	4,430
6	WALTONS	22.6	4,330
7	REAL PEOPLE	21.0	4,010
8	JEFFERSONS	20.9	3,990
9	NCAA FOOTBALL POST GAME#	20.7	3,950
10	SHERIFF LOBO#	20.6	3,940
11	CHARLIE'S ANGELS	19.9	3,800
12	NBC MOVIE OF THE WEEK(S)	19.7	3,770
13	HAWAII FIVE-O	19.6	3,750
14	BARNABY JONES	19.2	3,670
14	DUKES OF HAZZARD	19.2	3,670
16	NFL MONDAY NIGHT FOOTBALL	19.1	3,660
17	LITTLE HOUSE-PRAIRIE	19.0	3,630
17	VEGA\$#	19.0	3,630

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST NOV. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
WK # DAY		START TIME	DUR	NET	TYPE	PROG	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)		
															TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11	
*EVENING																													
ABC FRIDAY NIGHT MOVIE 6 194																													
2 FRI.		9.00P	120	ABC	FF					A 19.1 33 1457	1945	862 347		986 508	730 554	80^192			556 215	396 383	64^113^	143^113^	260 210						
		9.00 - 9.30								B 16.0 28 1221	1959	807 331		891 407	609 511	104 216			592 235	410 373	72 133	171 95	305 237						
		9.30 - 10.00								A 18.8 32 1434	1978	938 390		1039 517	748 567	79^218			575 237	395 374	61^128^	121^103^	243 197						
		10.00 - 10.30								A 19.4 32 1480	1912	899 375		1009 518	746 583	69^189			543 220	380 372	58^119^	112^102^	248 187						
		10.30 - 11.00								A 19.4 34 1480	1905	798 326		943 495	705 518	87^183			537 203	384 371	75^109^	159^117^	266 224						
										A 18.8 34 1434	1987	810 294		947 498	715 543	81^180			570 205	423 411	68^ 99^	188 134^	282 228						
ABC NEWSBRIEF-M-F 44 184 186																													
1 MON.		8.58P		1	ABC	N				A 18.5 29 1412	1776	691 287		769 318	499 439	92 209			615 270	396 350	105 169	194 98	198 142						
1 TUWF		9.58P		1						B 18.1 29 1381	1825	692 281		769 309	482 426	102 219			637 257	398 352	98 186	195 97	224 158						
1 THU.		9.57P		2																									
2 M & F		8.58P		1																									
2 TU-TH		9.58P		1																									
ABC NEWSBRIEF-SAT. 9 195 196																													
		SAT.	9.58P	1	ABC	N				A 20.9 36 1595	1710	731 249		807 297	454 432	108 264			489 198	286 251	87 169	204 124	210 162						
										B 19.3 34 1473	1827	745 266		837 314	477 419	115 296			561 221	345 303	88 178	176 112	253 202						
ABC NEWSBRIEF-SUN. 9 189 187																													
1 SUN.		7.58P		1	ABC	N				A 17.7 26 1351	2214	674 332		790 412	602 443	64^148			757 434	593 430	77^135	269 140	398 274						
2 SUN.		8.58P		1						B 16.9 26 1289	2117	675 348		766 402	582 444	74 144			760 402	570 442	79 138	240 117	351 241						
ABC SUNDAY NIGHT MOVIE 8 198 197																													
1 SUN.		8.30P	165	ABC	FF					A 31.5 46 2403	2103	730 335		811 391	603 509	82 151			768 360	558 490	82 145	268 148	256 197						
2 SUN.		9.00P	120							B 21.0 33 1602	1986	737 356		810 393	600 504	78 151			801 374	592 519	79 147	201 106	174 135						
		8.30 - 9.00								A 33.2 46 2533	2368	747 389		812 391	637 547	76^135			812 388	599 528	73^137	325 190	419 300						
		9.00 - 9.30								A 29.3 41 2236	2127	728 342		800 381	583 496	72 153			772 344	555 487	76 151	273 147	282 214						
		9.30 - 10.00								A 31.0 44 2365	2093	725 326		795 373	582 501	79 152			766 349	552 488	84 153	269 147	263 198						
		10.00 - 10.30								A 31.8 47 2426	2059	735 322		827 409	615 505	88 152			762 363	552 484	89 142	250 143	220 175						
		10.30 - 11.00								A 31.2 49 2381	2029	733 322		828 406	607 499	93 162			757 361	546 475	87 148	250 136	194 158						
ABC WORLD NEWS TONIGHT 30 197 198																													
		M-F	6.30P	30	ABC	N				A 13.5 24 1030	1578	661 233		735 193	360 355	111 301			611 155	319 323	142 237	100 54^	132 83						
										B 11.9 23 908	1568	662 231		740 189	358 356	105 308			613 164	313 307	123 247	103 55	112 75						
ABC WRLD NEWS TONIGHT-SUN 5 148 146																													
		SUN.	6.30P	30	ABC	N				A 8.9 16 679	1826	807 308		868 201	448 414	126^364			692 183	320 266	99^327	91^ LT	175^ 118^						
										B 7.7 15 588	1796	775 248		864 221	428 399	127 366			657 181	300 260	101 293	128 38	147 95						
ACT OF VIOLENCE(S) 183																													
2 SAT.		9.00P	120	CBS	FF					A 15.0 26 1145	1643	702 315		731 232	458 462	131^207^			708 227	402 428	150^219	101^ 40^	103^ 42^						
		9.00 - 9.30								A 11.5 19 877	1621	663 312		684 227^	405 423	146^207^			695 207^	381 402	166^232^	111^ 49^	131^ 34^						
		9.30 - 10.00								A 14.2 24 1083	1599	705 301		723 245	454 477	124^195^			659 181^	355 398	142^227	107^ 39^	110^ 28^						
		10.00 - 10.30								A 17.0 31 1297	1632	699 317		728 215	457 457	132^207			717 238	413 449	153^211	90^ 43^	97^ 53^						
		10.30 - 11.00								A 17.4 32 1328	1689	722 327		760 237	490 476	125^209			742 264	441 446	145^208	100^ 34^	87^ 48^						
ALICE 7 195 200																													
1 SUN.		9.06P	30	CBS	CS					A 24.0 33 1831	1760	778 288		882 213	378 382	193 428			570 158	279 280	130 241	115 50^	193 137						
2 SUN.		9.13P	30							B 25.1 37 1915	1798	790 270		875 251	424 394	162 388			589 170	294 269	126 250	140 80	194 145						
ALL STAR FAMILY FEUD(S) 196																													
2 FRI.		8.00P	60	ABC	QP					A 18.9 32 1442	1741	738 330		849 318	487 459	133^251			596 237	355 334	117^187	74^ 41^	222 175						
		8.00 - 8.30								A 18.9 32 1442	1759	744 335		843 312	482 473	130^245			585 227	343 322	116^191	76^ 46^	255 191						
		8.30 - 9.00								A 18.9 31 1442	1716	728 320		849 320	489 446	132^254			606 247	369 343	120^184	73^ 37^	188 161^						
ANGIE 8 203 205																													
		TUE.	8.30P	30	ABC	CS				A 22.8 36 1740	1761	733 290		794 304	468 403	122 252			537 229	314 250	111 188	173 94	257 179						
										B 21.8 35 1663	1856	707 294		796 341	506 414	102 230			531 247	336 260	80 162	207 116	322 209						

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.





PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11									
													TOTAL	18-34	WOMEN 18-25 25-34		35-64	55+	TOTAL	18-34	MEN 18-25 25-34		35-64	55+										
EVENING CONT'D																																		
CHARLIE'S ANGELS-CONT'D																																		
10.00 - 10.30													A 21.6	36	1648	1698	690	267	785	332	473	377	112	255	603	244	360	293	102	213	158	107	152	106
10.30 - 11.00													A 21.5	38	1640	1733	715	277	815	355	501	391	109	257	627	253	369	296	104	223	168	113	123	86
CHIPS																																		
1 SAT. 8.00P 60 NBC OP													A 19.4	33	1480	2144	754	277	879	283	499	429	139	313	658	218	377	377	133	208	226	110	381	248
2 SAT. 8.00P 120													B 21.7	39	1656	2163	749	292	852	309	519	446	104	266	657	231	398	363	100	199	226	109	428	289
8.00 - 8.30													A 18.7	32	1427	2100	751	293	867	269	504	449	128	296	618	202	347	355	109	202	223	120	392	243
8.30 - 9.00													A 20.4	35	1557	2163	770	297	880	273	504	448	138	302	664	223	378	387	110	214	241	128	378	237
9.00 - 9.30													A 19.5	33	1488	2225	764	247	913	321	519	400	151	341	694	231	409	403	189	207	216	78	402	275
9.30 - 10.00													A 18.5	31	1412	2128	717	233	869	294	467	372	160	343	690	224	398	375	187	215	223	83	346	255
CONNALLY FOR PRESIDENT(S)																																		
1 TUE. 10.54P 6 CBS P													A 13.3	25	1015	1921	707	354	807	301	522	442	112	189	705	386	571	390	73	121	315	166	94	57
DALLAS																																		
FRI. 10.00P 60 CBS GD													A 24.1	42	1839	1800	789	287	853	302	491	453	132	283	632	210	376	358	96	197	143	89	172	140
10.00 - 10.30													B 22.6	39	1724	1789	817	280	899	337	532	467	127	294	570	198	347	319	93	178	134	68	186	139
10.30 - 11.00													A 23.8	41	1816	1822	780	281	844	297	481	450	129	284	643	217	387	368	96	198	151	95	184	143
													A 24.4	43	1862	1774	795	292	857	305	498	457	131	279	623	206	367	350	95	195	135	84	159	134
DETECTIVE SCHOOL																																		
1 SAT. 8.30P 30 ABC CS													A 11.5	20	877	1742	765	293	845	197	331	299	138	429	624	143	249	223	150	333	98	79	175	118
													B 12.7	24	969	1889	742	246	835	274	414	350	134	353	616	208	357	332	116	220	148	91	290	213
DIFF'RENT STROKES																																		
													A 17.9	29	1366	1803	750	278	808	238	436	401	124	294	611	220	366	337	133	216	175	62	209	138
WED. 9.00P 30 NBC CS													B 17.9	29	1366	1803	750	278	808	238	436	401	124	294	611	220	366	337	133	216	175	62	209	138
DISNEY'S WONDERFUL WORLD																																		
SUN. 7.00P 120 NBC FV													A 17.8	27	1358	2320	676	258	696	290	455	417	74	165	773	322	515	487	88	158	265	98	586	357
7.00 - 7.30													B 17.0	28	1297	2361	704	254	772	335	515	441	88	201	732	300	496	437	92	165	246	88	611	394
7.30 - 8.00													A 17.6	28	1343	2328	682	257	705	298	447	403	84	188	777	310	514	498	103	158	271	103	575	335
8.00 - 8.30													A 19.2	29	1465	2377	647	260	671	293	428	381	85	171	756	326	518	504	78	135	292	107	658	401
8.30 - 9.00													A 17.6	26	1343	2294	669	257	684	284	459	417	65	150	780	326	509	482	85	165	257	90	573	355
													A 16.7	24	1274	2272	716	257	730	284	493	475	61	150	777	327	518	461	80	173	234	91	531	336
DUKES OF HAZZARD																																		
FRI. 9.00P 60 CBS CS													A 22.4	38	1709	2243	673	259	738	238	449	406	124	240	727	253	460	415	119	216	254	119	524	345
9.00 - 9.30													B 21.1	36	1610	2131	694	245	763	288	477	417	115	235	637	220	401	369	104	185	224	88	507	347
9.30 - 10.00													A 21.9	37	1671	2271	662	254	727	230	441	400	120	238	729	256	456	414	118	218	264	125	551	361
													A 22.9	38	1747	2210	682	261	745	244	453	413	126	241	725	252	460	415	119	212	243	115	497	331
EIGHT IS ENOUGH																																		
1 WED. 8.00P 60 ABC CS													A 24.5	39	1869	1866	696	256	804	306	474	408	107	258	526	211	334	271	84	160	219	137	317	212
2 WED. 8.00P 120													B 24.7	40	1885	1946	739	281	841	331	516	422	107	261	500	194	307	251	74	156	240	154	365	243
8.00 - 8.30													A 21.5	35	1640	1893	729	273	833	299	473	422	121	284	520	187	305	244	100	187	188	118	352	223
8.30 - 9.00													A 23.6	37	1801	1856	718	269	824	297	478	426	109	269	514	182	304	253	94	178	203	129	315	207
9.00 - 9.30													A 28.3	44	2159	1862	642	222	756	311	458	372	91	231	540	255	380	298	67	130	261	168	305	217
9.30 - 10.00													A 28.2	44	2152	1867	669	247	782	330	487	399	92	228	551	260	394	310	67	127	249	150	285	201
EISCHIED																																		
2 FRI. 10.00P 60 NBC OP													A 11.2	20	855	1584	723	308	806	171	369	365	191	359	670	229	358	367	126	229	63	21	45	33
10.00 - 10.30													B 13.7	24	1045	1774	738	269	826	248	425	419	147	319	676	213	401	383	110	215	122	40	150	97
10.30 - 11.00													A 11.1	19	847	1575	711	296	789	169	369	364	183	346	682	241	369	384	122	222	49	19	55	42
													A 11.3	20	862	1580	731	317	817	171	367	361	200	371	657	219	344	349	131	235	70	21	36	23
FANTASY ISLAND																																		
SAT. 10.00P 60 ABC A													A 18.7	34	1427	1658	732	286	816	309	473	446	112	250	529	246	342	279	74	147	179	98	134	102
10.00 - 10.30													B 19.5	36	1488	1739	736	282	831	329	510	444	102	250	548	228	367	311	70	147	194	117	166	140
10.30 - 11.00													A 18.9	34	1442	1661	728	281	814	309	470	435	116	254	529	246	338	278	78	153	186	110	132	101
													A 18.5	34	1412	1646	732	289	815	306	472	455	110	245	529	244	346	279	69	143	171	86	131	103





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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. %	SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11																																										
													TOTAL		18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49			25-54	55-64	55+																																							
EVENING CONT'D																																																																		
LOU GRANT-CONT'D																																																																		
10.00 - 10.30															A 20.1 32 1534										1482 740 300										800 299 513 465 131 242										506 200 335 304 71^129										128 63^										48^ 34^	
10.30 - 11.00															A 19.5 34 1488										1495 752 303										817 311 512 468 125 244										535 208 354 315 69^136										115 60^										28^ 19^	
LOVE BOAT															9 201 199																																																			
1 SAT. 9.00P 60 ABC CS 99 99															A 21.7 37 1656										1737 711 251										794 271 420 386 106 295										490 197 280 243 83 177										198 122										255 196	
2 SAT. 8.00P 120															B 21.6 38 1648										1845 754 281										850 313 479 415 120 308										537 203 327 294 79 173										187 119										271 212	
8.00 - 8.30															A 20.6 35 1572										1798 697 244										782 268 428 391 95^291										518 203 298 259 87^191										193 114^										305 226	
8.30 - 9.00															A 22.6 38 1724										1776 694 260										785 281 428 373 87^293										497 215 281 249 87^184										203 116^										291 241	
9.00 - 9.30															A 20.9 35 1595										1719 711 255										794 252 398 371 110 308										490 188 272 241 82 182										193 123										242 183	
9.30 - 10.00															A 22.6 38 1724										1706 725 246										805 286 435 406 112 283										471 188 275 238 81 163										205 127										225 170	
M*A*S*H															8 195 194																																																			
MON. 9.00P 30 CBS CS 99 99															A 27.2 40 2075										1743 693 274										758 310 470 432 120 232										561 233 359 341 89 157										231 81										193 139	
															B 25.7 38 1961										1843 702 283										783 324 501 442 98 219										599 254 398 348 80 157										222 100										239 167	
MORK & MINDY															9 206 203																																																			
SUN. 8.00P 30 ABC CS 99 99															A 22.2 32 1694										2175 663 365										768 411 609 468 59^124										666 387 546 432 55^ 90										296 170										445 291	
															B 22.2 35 1694										2246 678 359										771 431 627 483 56 101										696 393 559 447 52 85										303 153										476 332	
MORK & MINDY SPECIAL(S)															199																																																			
2 SUN. 8.30P 30 ABC CS 99															A 19.9 29 1518										2175 614 386										754 430 596 392 37^119^										689 374 559 431 63^104^										308 140^										424 269	
NBC FRIDAY NIGHT MOVIE(S)															204																																																			
1 FRI. 9.00P 120 NBC FF 99															A 13.7 23 1045										1692 814 272										839 274 450 408 212^321										558 130^ 239 244 96^277										92^ 51^										203^ 189^	
9.00 - 9.30															A 12.7 21 969										1570 769 245^										798 237^ 396 354 230^338										563 119^ 207^229^ 93^306										57^ 30^										152^ 131^	
9.30 - 10.00															A 13.5 22 1030										1614 801 255										814 260 420 384 222^322										542 113^ 198^215^ 95^294										73^ 31^										185^ 164^	
10.00 - 10.30															A 14.4 24 1099										1734 841 297										865 297 491 440 201^310										553 137^ 262 254 101^255										89^ 61^										227 216^	
10.30 - 11.00															A 14.3 25 1091										1801 834 288										861 295 477 439 191^312										568 144^ 274 268 97^260										137^ 78^										235 235	
NBC MONDAY NIGHT MOVIES															6 205 204																																																			
MON. 9.00P 120 NBC FF 99 99															A 20.2 32 1541										1712 737 267										849 270 508 469 116 255										629 256 401 330 93 189										156 76^										78^ 70^	
9.00 - 9.30															B 21.1 33 1610										1666 800 301										898 320 530 498 125 275										568 225 353 309 80 171										117 72										83 54	
9.30 - 10.00															A 20.7 31 1579										1722 760 266										865 271 505 476 108 272										603 240 374 327 92 190										141 69^										113 87	
10.00 - 10.30															A 21.0 32 1602										1709 728 272										841 270 509 477 109 244										630 256 399 333 91 190										158 79										80 73	
10.30 - 11.00															A 20.2 32 1541										1724 732 273										845 271 516 470 117 245										650 266 423 338 97 191										167 83										62^ 62	
															A 19.0 33 1450										1682 725 253										843 268 502 456 125 254										629 260 407 320 91 182										157 69^										53^ 53	
NBC MOVIE OF THE WEEK(S)															207																																																			
1 SAT. 9.00P 120 NBC FF 99															A 15.6 28 1190										1771 682 251										705 136^ 397 407 108^254										870 238 443 455 150^317										140^ 52^										56^ 44	
9.00 - 9.30															A 15.8 27 1206										1842 779 302										809 186^ 468 447 124^284										796 216 378 415 143^309										149^ 61^										88^ 53	
9.30 - 10.00															A 15.5 26 1183										1762 677 238										700 125^ 384 416 104^259										881 245 449 462 151^329										132^ 53^										49^ 49	
10.00 - 10.30															A 15.9 29 1213										1752 628 223										651 112^ 350 373 107^247										904 247 492 485 147^310										145^ 50^										34^ 38	
10.30 - 11.00															A 15.1 28 1152										1721 638 237										649 117^ 379 394 100^220										895 243 451 461 162^320										143^ 45^										34^ 34	
NBC NEWS UPDATE-M-F															30 187 186																																																			
MWTHF 8.58P 1 NBC N 95 95															A 17.3 27 1320										2013 712 217										787 268 433 396 103 282										614 227 374 338 99 200										174 61										438 297	
1 TUE. 8.57P 2															B 17.5 28 1335										1948 693 229										772 258 427 387 115 279										631 238 382 341 99 202										181 78										364 251	
2 TUE. 9.10P 1																																																																		
NBC NEWS UPDATE-SAT.															6 196 194																																																			
1 SAT. 8.58P 1 NBC N 96 96															A 18.8 32 1434										2098 762 253										860 268 478 419 145 311										673 224 386 403 132 209										219 93										346 232	
2 SAT. 9.10P 1															B 19.5 35 1488										2097 728 286										820 281 489 424 109 262										656 228 392 367 107 203										221 97										400 268	
NBC NEWS UPDATE-SUN.															5 191 192																																																			
SUN. 8.58P 1 NBC N 96 96															A 14.9 21 1137										2145 694 253										708 261 450 434 64^161										783 348 530 425 80^176										204 78^										450 280	
															B 17.3 25 1320										1968 702 260										767 285 464 457 102 216										774 321 492 413 110 213										168 52										259 173	



FOR EXPLANATION OF SYMBOLS, SEE PAGE A

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
														TOTAL	18-34	WOMEN 18-49	25-54	55-64	55+	TOTAL	18-34	MEN 18-49	25-54	55-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11		
EVENING CONT'D																													
RAGGEDY ANN & ANDY-PMPKIN(S)						188		A	14.6	24	1114	1838	492 206A	616 300	399 341	58A154A				483 206A	302 299	68A110A			138A 72A	601 345			
1 WED. 8.30P 30 CBS EA						99																							
REAL PEOPLE						8 206 208		A	20.0	32	1526	1864	766 296	837 233	418 399	153 335				680 207	352 356	146 263			176 43A	171 134			
WED. 8.00P 60 NBC U						98 99		B	18.9	30	1442	1934	734 286	808 257	447 414	128 284				677 257	416 375	112 203			196 72	253 183			
8.00 - 8.30								A	19.6	32	1495	1867	759 296	834 225	407 390	159 342				689 211	351 355	153 272			180 42A	164 125			
8.30 - 9.00								A	20.3	32	1549	1866	772 296	840 241	428 407	147 330				675 205	358 359	136 253			172 45A	179 143			
ROCKFORD FILES						5 212		A	14.3	24	1091	1435	681 294	752 191A	338 364	152A330				619 159A	276 330	145A244			19V LT	45V 31V			
2 FRI. 9.00P 60 NBC PD						99		B	17.0	29	1297	1705	769 297	856 259	432 430	159 334				610 191	337 341	105 205			103 48	136 88			
9.00 - 9.30								A	14.1	24	1076	1428	662 291	732 178A	325 353	153A326				617 160A	276 324	149A250			22V LT	57V 37V			
9.30 - 10.00								A	14.5	24	1106	1431	698 296	770 202A	348 373	152A336				615 156A	275 333	142A236			12V LT	34V 25V			
ROPERS						8 197		A	13.8	24	1053	1731	788 256	847 187A	326 305	195A436				585 113A	198A203A	168A339			114A104A	185A 126A			
1 SAT. 8.00P 30 ABC CS						98		B	14.4	28	1099	1940	748 213	839 251	388 330	153 377				634 192	351 324	126 244			155 99	312 225			
SALVAGE I						2 181 188		A	12.4	19	946	2304	717 289	853 332	556 440	104A254				834 396	615 477	90A189			235 120A	382 271			
SUN. 7.00P 60 ABC A						97 97		B	12.4	19	946	2304	717 289	853 332	556 440	104 254				834 396	615 477	90 189			235 120	382 271			
7.00 - 7.30								A	11.5	18	877	2296	726 269	856 310	528 425	120A287				856 394	606 459	101A225			231 104A	353 257			
7.30 - 8.00								A	13.2	20	1007	2316	706 305	847 352	579 454	90A222				813 396	623 489	83A160			247 135	409 287			
SHERIFF LOBO						6 201		A	19.1	30	1457	1853	583 189	656 236	378 310	78A244				708 224	382 323	129A270			180 65A	309 194			
2 TUE. 8.00P 120 NBC A						99		B	18.8	30	1434	1960	673 213	757 257	418 378	108 265				705 231	398 366	124 241			155 53	343 227			
8.00 - 8.30								A	18.2	29	1389	1920	561 172A	639 196	343 268	73A273				732 212	356 305	136A317			156A 68A	393 247			
8.30 - 9.00								A	19.7	31	1503	1865	552 193	643 221	354 287	79A254				684 211	360 312	134A264			193 70A	345 207			
9.00 - 9.30								A	19.2	30	1465	1838	589 198	649 256	388 322	77A222				710 232	403 338	123A256			184 57A	295 196			
9.30 - 10.00								A	19.3	30	1473	1785	627 193	689 264	423 357	77A227				705 239	407 330	125A246			186 65A	205 130A			
SHIRLEY						3 185 191		A	13.3	22	1015	1811	775 244	880 223	446 384	145 382				549 118A	249 226	107A277			98A 51A	284 206			
FRI. 8.00P 60 NBC GD						93 96		B	14.6	25	1114	1775	753 264	871 211	417 389	170 397				545 124	252 237	107 258			81 52	278 189			
8.00 - 8.30								A	13.0	22	992	1869	806 250	897 226	458 388	152 393				563 122A	253 234	110A282			103A 53A	306 213			
8.30 - 9.00								A	13.5	22	1030	1760	749 237	869 222	435 379	139 376				537 115A	245 222	102A271			92A 48A	262 200			
60 MINUTES						9 203 202		A	29.7	45	2266	1728	737 301	817 214	346 359	152 382				716 230	375 368	135 277			92 42A	103 65			
1 SUN. 7.06P 60 CBS DN						99 99		B	26.8	45	2045	1775	744 291	814 218	369 382	140 360				762 229	391 387	138 300			111 47	88 63			
2 SUN. 7.13P 60								A	27.4	44	2091	1636	716 249	787 184	321 351	128 373				685 203	347 371	147 278			76A 36A	88A 55A			
7.00 - 7.30								A	30.1	45	2297	1699	730 308	814 221	352 357	155 379				705 233	372 361	134 271			90 41A	90 56			
7.30 - 8.00																													
SOAP						7 194 195		A	19.9	31	1518	1733	683 302	755 348	544 474	84 158				603 295	426 366	83 135			216 117	159 124			
THU. 9.30P 30 ABC CS						99 99		B	20.8	33	1587	1764	695 305	764 364	544 465	85 166				611 300	431 374	74 141			217 113	172 125			
TAXI						8 203 203		A	23.8	38	1816	1735	729 297	808 359	543 443	97 218				574 264	366 316	97 166			209 103	144 102			
TUE. 9.30P 30 ABC CS						99 99		B	22.4	36	1709	1790	725 302	820 356	539 450	98 218				592 263	374 317	95 172			212 113	166 121			
THREE'S COMPANY						8 205 206		A	26.7	42	2037	1762	724 293	797 305	496 419	120 242				537 213	311 284	102 171			210 104	218 169			
TUE. 9.00P 30 ABC CS						99 99		B	25.9	40	1976	1892	730 291	821 338	516 430	107 242				574 237	348 299	96 178			233 122	264 198			
TRAPPER JOHN, M.D.						6 196		A	19.3	31	1473	1832	750 358	890 295	470 396	181 370				641 255	388 325	99A192			197 65A	104A 76A			
2 SUN. 10.13P 60 CBS GD						99		B	21.2	37	1618	1773	796 306	886 283	482 434	147 342				639 222	357 319	123 224			153 70	95 72			
10.30 - 11.00								A	18.9	30	1442	1817	750 367	894 298	469 389	182 378				619 247	367 318	94A185			197 64A	107A 76A			
20/20						7 194 197		A	18.8	32	1434	1501	686 251	744 298	484 453	90 192				596 284	428 393	81A123			121 55A	40A 30A			
THU. 10.00P 60 ABC DN						99 99		B	18.8	32	1434	1632	722 272	782 340	535 487	98 186				646 292	452 407	77 148			134 64	70 50			
10.00 - 10.30								A	19.3	32	1473	1510	672 255	728 294	488 454	83A174				604 293	435 393	80A121			126 61A	52A 40A			
10.30 - 11.00								A	18.3	33	1396	1485	700 245	760 301	481 451	99 212				582 272	416 391	80A123			115 48A	28A 19V			

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										AUDIENCE COMPOSITION																		
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WK #	DAY	START TIME	DUR	NET	TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)		
							WK 1	WK 2		AVG. AUD. %	AVG. SHARE %			0,000	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11
EVENING CONT'D																												
240-ROBERT MON. 8.00P 60 ABC OP 8 178 188										A 15.7 24 1198	1896	619	243	686	244	421	400	83^189	656	258	417	366	104	189	213	67^	341	208
8.00 - 8.30										B 15.3 24 1167	1959	655	255	748	286	470	419	93 202	674	259	420	372	102	194	210	77	327	215
8.30 - 9.00										A 15.4 23 1175	1900	637	241	699	243	429	412	82^190	633	249	395	336	103^194	217	67^	351	199	
										A 16.0 24 1221	1881	598	239	668	243	410	387	85^188	675	265	438	393	103	182	207	66^	331	214
TWO WORLDS-JENNIE LOGAN(S) 1 WED. 9.00P 120 CBS GD 192 99										A 16.4 28 1251	1590	778	333	868	363	592	547	105^203	517	189^	318	325	49^149^	91^ 56^	114^ 104^			
9.00 - 9.30										A 15.6 25 1190	1649	744	358	836	370	569	540	96^188^	541	203	361	377	38^132^	91^ 43^	181^ 150^			
9.30 - 10.00										A 16.4 27 1251	1586	784	355	893	396	623	571	97^197	499	185^	303	317	41^152^	80^ 61^	114^ 107^			
10.00 - 10.30										A 16.8 29 1282	1580	799	332	885	367	613	555	107^202	507	191	301	301	56^153^	86^ 51^	102^ 102^			
10.30 - 11.00										A 16.8 31 1282	1537	781	287	851	318	553	523	118^224	510	175^	304	298	62^157^	109^ 70^	67^ 67^			
VEGA\$ 1 WED. 10.00P 60 ABC PD 5 199 99										A 18.7 34 1427	1975	758	398	912	319	511	454	107^275	851	431	539	338	138^254	137^ 76^	75^ 29^			
10.00 - 10.30										B 20.4 35 1557	1744	724	325	832	333	523	452	110 232	677	298	420	330	99 197	152 70	83 52			
10.30 - 11.00										A 19.0 33 1450	2015	769	407	927	347	544	471	105^266	844	427	536	345	131^246	156^ 85^	88^ 38^			
										A 18.5 35 1412	1916	744	385	891	289	471	437	105^282	851	431	535	330	141^260	115^ 66^	59^ 21^			
WALTONS THU. 8.00P 60 CBS GD 8 197 196 99 97										A 19.2 30 1465	1746	793	214	887	199	334	339	180 461	546	96	209	218	124 295	90 51^	223 137			
8.00 - 8.30										B 17.8 29 1358	1753	829	223	919	216	363	359	181 465	545	133	224	212	125 281	95 51	194 115			
8.30 - 9.00										A 18.4 30 1404	1729	783	211	871	188	313	325	182 463	532 85^	195 204	126 299	91 49^	235 140					
										A 20.1 31 1534	1744	794	214	893	208	349	347	174 455	552	101	218	229	120 287	88 51^	211 132			
WHITE SHADOW MON. 8.00P 60 CBS GD 7 189 192 99 99										A 20.2 30 1541	1986	653	331	740	284	488	437	113 210	570	225	370	343	82 155	293 142	383 272			
										B 17.3 27 1320	1982	657	314	734	280	478	419	93 206	611	250	412	355	79 151	297 131	340 249			
8.00 - 8.30										A 19.5 29 1488	1962	657	316	738	280	482	434	113 212	551	208	347	324	82 157	287 140	388 282			
8.30 - 9.00										A 20.8 31 1587	2009	650	345	741	285	492	440	112 206	587	241	392	364	82 153	300 143	381 279			
WITCH'S NIGHT OUT(S) 1 TUE. 8.30P 30 NBC EA 201 98										A 19.1 30 1457	2393	597	135^	653	278	457	440	38^136^	496	223	381	318	60^103^	278 120^	966 631			
WKRP IN CINCINNATI MON. 9.30P 30 CBS CS 6 196 195 99 99										A 23.8 36 1816	1674	717	314	780	324	508	457	127 223	531	238	367	340	72 127	233 93	130 87			
										B 22.7 34 1732	1769	695	311	771	330	511	447	96 202	592	265	407	352	74 143	231 107	175 123			
LATE FRINGE ABC SPECIAL REPORT(S) 2 THU. 11.30P 45 ABC N 183 97										A 9.2 29 702	1323	649	161^	707	289^	482	435	58^143^	575	266^	358	344	58^128^	16^ 16^	25^ LT			
11.30 - 12.00										A 9.7 29 740	1374	667	171^	724	298^	497	448	55^143^	591	273^	370	360	54^135^	24^ 24^	35^ LT			
ABC WEEKEND REPORT-SAT. SAT. 11.00P 15 ABC N 6 154 158 90 90										A 7.4 15 565	1483	670	285	744	277	437	362	82^224	555	252	353	221	94^175^	96^ 23^	88^ 88^			
										B 7.6 16 580	1619	650	244	772	333	502	431	78 199	609	226	398	350	81 159	103 41	135 114			
ABC WEEKEND REPORT-SUN. 1 SUN. 11.15P 15 ABC N 6 154 156 91 91										A 9.0 19 687	1520	633	273	680	291	473	467	56^135^	613	280	412	445	91^139^	155^105^	72^ 72^			
2 SUN. 11.00P 15										B 6.6 16 504	1516	601	263	675	299	482	452	47 108	667	299	461	414	121 154	118 73	56 51			
BARETTA-WED. 1 WED. 12.37A 46 ABC OP 5 168 172 94 94										A 4.1 26 313	1262	706	344^	843	325^	600	559	38^128^	316^ 60^	198^198^	93^118^	93^ 74^	LT LT					
2 WED. 12.38A 48										B 3.5 26 267	945	526	199	608	245	437	382	29 89	278 81	203	166	52 71	52 37	LT LT				
12.30 - 1.00										A 4.5 26 343	1472	780	454	952	369	696	655	48^140^	395	94^	261^261^	84^134^	111^111^	14^ 14^				
1.00 - 1.30										A 3.7 27 282	1025	632	231^	721	267^	490	458	28^114^	230^ 28^	131^131^	99^ 99^	74^ 35^	LT LT					
BARETTA-THU. 1 THU. 12.37A 50 ABC OP 4 164 169 93 95										A 3.1 21 237	671	358^194^	363^232^	262^296^	34^ 46^	308^143^	211^169^	LT 67^	LT LT	LT LT	LT LT							
2 THU. 1.22A 46										B 3.1 21 237	936	475	246	532	302	353	311	102 115	383 93	243	239	50 106	21 LT	LT LT				
CONT'D																												



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST NOV. 1979 REPORT

PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
													TOTAL		18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
LATE FRINGE CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST NOV. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AUG. %	SHARE %	AUG. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																									
													WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)													
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11											
LATE FRINGE CONT'D															A	7.4	24	565	1481	620	211	758	311	492	451	57	157	502	194	342	321	76	132	149	122	72	72	
LOVE BOAT-11.30-CONT'D															A	7.1	30	542	1515	706	317	856	355	597	533	84	162	449	171	311	291	76	119	161	138	49	49	
2 WED. 11.30P 68																																						
11.30 - 12.00																																						
12.00 - 12.30																																						
MIDNIGHT SPECIAL															A	4.0	26	305	1423	490	256	516	188	362	363	106	106	508	163	337	256	111	154	360	84	39	39	
FRI. 1.00A 90 NBC PC 6 204 205															B	3.7	25	282	1331	589	272	623	324	488	387	76	93	491	269	390	226	67	87	199	52	18	18	
1.00 - 1.30															A	4.8	25	366	1456	477	272	524	197	363	343	115	115	515	172	357	309	100	138	356	82	61	61	
1.30 - 2.00															A	3.7	24	282	1408	521	270	539	177	393	397	103	103	493	138	331	242	117	141	354	71	22	22	
2.00 - 2.30															A	3.3	26	252	1456	520	222	520	195	345	385	108	108	524	182	325	194	124	199	380	107	32	32	
NBC LATE NIGHT MOVIE															A	2.7	13	206	913	267	53	296	34	136	146	141	150	549	88	370	335	77	170	68	68	LT	LT	
1 SUN. 11.30P 116 NBC FF 6 106 101															B	2.6	13	198	954	323	67	369	110	219	208	73	114	447	151	348	295	52	89	118	46	LT	LT	
2 SUN. 12.00M 97																																						
11.30 - 12.00															A	3.4	11	259	1004	359	105	359	81	116	162	159	197	645	127	386	429	162	216	LT	LT	LT	LT	
12.00 - 12.30															A	3.1	13	237	827	195	38	228	29	72	72	156	156	527	88	363	304	75	164	72	72	LT	LT	
12.30 - 1.00															A	2.6	14	198	904	267	30	297	25	166	166	131	131	536	76	369	322	82	167	71	71	LT	LT	
1.00 - 1.30															A	2.2	15	168	940	263	48	310	17	191	191	119	119	541	65	381	327	29	160	89	89	LT	LT	
POLICE WOMAN															A	5.2	22	397	1169	651	195	688	317	504	403	35	116	444	170	240	246	64	132	37	33	LT	LT	
1 THU. 11.30P 67 ABC OP 5 172 181															B	5.1	22	389	1266	632	230	697	278	488	414	70	150	495	162	315	297	88	131	61	28	13	13	
2 THU. 12.15A 67																																						
11.30 - 12.00															A	5.8	19	443	1372	828	392	828	341	573	601	46	148	524	246	341	296	22	90	20	LT	LT		
12.00 - 12.30															A	4.6	19	351	1239	652	288	652	334	402	447	69	154	422	208	302	244	26	89	165	165	LT	LT	
12.30 - 1.00															A	5.1	24	389	974	538	21	597	249	452	255	15	93	377	128	128	215	88	162	LT	LT	LT	LT	
1.00 - 1.30															A	4.8	28	366	872	500	17	601	339	539	200	LT	62	271	17	LT	80	117	191	LT	LT	LT	LT	
SATURDAY NIGHT															A	14.6	41	1114	1639	565	314	644	352	557	442	41	61	654	429	557	423	43	56	281	135	60	49	
SAT. 11.30P 78 NBC GV 5 215 215															B	14.6	42	1114	1724	570	297	648	364	545	423	41	70	683	445	583	417	38	64	316	135	77	65	
11.30 - 12.00															A	16.0	40	1221	1655	599	297	662	337	552	452	59	86	660	402	536	426	53	79	259	115	74	62	
12.00 - 12.30															A	14.4	42	1099	1625	560	314	642	359	567	448	33	49	647	436	566	435	38	41	283	148	53	42	
TOMORROW SHOW															A	3.0	23	229	1157	703	279	742	223	397	406	96	231	410	165	296	258	52	83	LT	LT	LT	LT	
1 MON. 1.00A 46 NBC CC 24 176 176															B	2.8	21	214	1127	596	211	643	170	331	351	112	226	440	160	326	270	62	90	39	LT	LT	LT	LT
1 TUE. 1.00A 45																																						
1 WED. 1.00A 49																																						
1 THU. 1.00A 47																																						
2 M & TU 1.00A 49																																						
2 W & TH 1.00A 45																																						
1.00 - 1.30															A	3.3	24	252	1171	682	269	730	218	373	385	100	238	441	199	322	274	47	91	LT	LT	LT	LT	
TONIGHT SHOW															A	7.6	28	580	1310	700	241	754	245	420	393	115	257	478	205	309	273	79	135	69	29	9	9	
1 MON. 11.30P 77 NBC GV 27 212 212															B	7.1	26	542	1335	689	240	751	252	416	384	121	255	495	206	329	286	75	129	77	34	12	12	
1 TU&TH 11.30P 79																																						
1 WED. 11.30P 75																																						
FRI. 11.30P 81																																						
2 MON. 11.30P 75																																						
2 TUE. 11.30P 76																																						
2 WED. 11.30P 78																																						
2 THU. 11.30P 80																																						
11.30 - 12.00															A	8.9	27	679	1351	703	239	757	240	415	392	125	263	514	214	326	300	83	144	64	23	16	14	
12.00 - 12.30															A	7.2	29	549	1304	719	257	772	256	436	407	113	256	467	197	302	269	79	133	62	30	LT	LT	
12.30 - 1.00															A	7.3	31	557	1406	697	186	767	306	444	392	110	242	463	208	307	273	77	141	167	53	9	9	

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																										
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11															
WEEKDAY DAYTIME CONT'D																																										
EDGE OF NIGHT														27	154	154	A	5.1	16	389	1226	753	141	879	380	635	529	80	183	197	105	141	100	111	85	39	23					
M-F														4.00P	30	ABC	DD	83	83	B	5.2	17	397	1310	741	147	899	365	611	494	89	234	203	94	129	92	121	101	87	51		
FAMILY FEUD														30	194	195	A	6.7	32	511	1202	746	157	810	380	540	427	81	209	219	56	95	102	23	94	91	51	82	33			
M-F														11.30A	30	ABC	QP	98	98	B	6.4	31	488	1331	743	143	822	354	539	435	75	217	288	112	155	136	37	109	82	50	139	39
GENERAL HOSPITAL														30	191	192	A	10.2	34	778	1156	756	133	832	365	580	491	78	192	111	44	62	47	10	42	138	122	75	52			
M-F														3.00P	60	ABC	DD	99	99	B	9.7	33	740	1229	759	142	850	368	566	462	89	228	148	58	78	64	16	63	145	128	86	54
														3.00 - 3.30			A	9.8	33	748	1131	751	131	818	364	572	491	66	186	110	46	60	43	8	44	131	112	72	49			
														3.30 - 4.00			A	10.6	34	809	1161	754	131	833	361	582	485	85	193	110	40	59	47	14	42	143	129	75	53			
GOING PLACES(S)														169			A	4.9	17	374	1168	403	30	532	101	165	193	119	315	388	95	226	179	37	133	162	99	86	49			
2 TUE.														4.00P	30	CBS	CN	92																								
GOOD MORNING, AMERICA-730														30	191	192	A	4.0	24	305	1423	738	233	827	283	500	446	108	269	410	181	243	189	70	141	77	LT	109	42			
M-F														7.30A	30	ABC	N	98	98	B	3.6	23	275	1376	682	212	747	260	458	425	113	223	428	154	230	198	70	150	76	LT	125	52
GOOD MORNING, AMERICA-830														30	194	195	A	4.9	27	374	1249	789	173	859	254	458	447	99	343	311	105	155	148	57	135	23	LT	56	24			
M-F														8.30A	30	ABC	N	97	97	B	4.6	27	351	1261	734	164	799	216	400	401	134	336	352	102	163	156	62	164	30	14	80	35
GUIDING LIGHT														30	189	188	A	7.6	27	580	1303	849	137	967	217	443	418	187	470	220	44	99	97	43	105	76	62	40	24			
M-F														2.30P	60	CBS	DD	99	99	B	7.7	27	588	1300	822	173	979	237	481	455	170	426	188	48	95	75	27	85	72	55	61	33
														2.30 - 3.00			A	7.5	27	572	1315	868	153	986	212	442	416	180	486	233	53	107	101	42	109	70	61	26	19			
														3.00 - 3.30			A	7.6	26	580	1291	833	125	953	226	446	423	191	454	205	35	90	87	44	102	79	64	54	29			
HIGH ROLLERS														29	186	186	A	4.7	25	359	1156	718	80	788	181	306	301	148	412	265	58	105	100	54	143	23	LT	80	33			
M-F														11.00A	30	NBC	QG	94	94	B	4.5	24	343	1190	695	92	799	182	320	317	147	395	294	71	106	98	69	168	17	LT	80	38
HOLLYWOOD SQUARES														30	170	171	A	4.2	22	320	1363	798	109	854	235	375	353	123	411	363	70	148	153	79	191	58	22	88	53			
M-F														10.30A	30	NBC	QP	86	86	B	4.1	22	313	1330	771	108	869	240	381	342	137	415	357	76	140	130	75	199	37	15	67	26
LAVERNE & SHIRLEY M-F														30	178	179	A	5.2	28	397	1113	625	133	686	383	556	425	52	110	146	75	103	73	17	30	155	123	126	33			
M-F														11.00A	30	ABC	CS	97	97	B	5.0	27	382	1245	604	135	671	359	526	405	38	115	206	106	146	110	16	48	151	111	217	61
LOVE OF LIFE														27	133	133	A	3.3	11	252	1226	833	123	896	321	456	369	195	381	116	32	39	32	36	68	36	36	178	76			
1 M-F														4.00P	30	CBS	DD	75	74	B	3.2	10	244	1296	846	126	946	348	503	398	142	394	137	28	57	46	32	76	58	37	155	69
2 MTHF														4.00P	30																											
MAGAZINE(S)														183			A	3.6	19	275	967	596	178	625	164	280	308	55	287	145	LT	29	29	95	116	LT	LT	197	80			
1 THU.														10.00A	54	CBS	DN	97																								
														10.00 - 10.30			A	3.7	19	282	858	522	228	575	177	298	274	38	248	74	LT	LT	LT	74	74	LT	LT	209	89			
														10.30 - 11.00			A	3.6	19	275	1073	673	116	673	145	251	346	72	327	229	LT	66	66	116	163	LT	LT	171	62			
MINDREADERS														29	151	152	A	3.2	14	244	1266	799	122	832	196	361	374	185	381	284	50	79	97	62	161	LT	LT	135	54			
M-F														12.00N	30	NBC	QG	76	76	B	3.0	13	229	1304	763	112	814	212	346	360	149	373	334	77	105	90	59	198	26	LT	130	76
MORNING MON-FRI														30	180	180	A	2.3	14	175	1297	618	189	652	132	332	405	109	229	439	107	194	223	114	199	57	LT	149	97			
M-F														7.15A	45	CBS	N	98	98	B	2.2	15	168	1299	611	216	634	102	287	359	120	251	461	90	192	215	120	221	42	LT	162	107
														7.30 - 8.00			A	2.4	14	183	1262	607	153	645	114	334	405	104	224	382	87	152	186	108	185	60	LT	175	109			
ONE DAY AT A TIME-M-F														28	191	192	A	7.0	23	534	1391	727	127	804	238	445	399	132	317	245	53	123	109	48	109	184	120	158	101			
M-F														3.30P	30	CBS	CS	97	97	B	7.0	23	534	1383	701	150	812	267	472	418	127	281	238	73	142	112	29	83	176	118	157	92
ONE LIFE TO LIVE														30	190	191	A	8.8	32	671	1083	754	113	827	419	606	513	71	180	131	56	77	60	8	50	82	70	43	22			
M-F														2.00P	60	ABC	DD	99	99	B	8.7	32	664	1176	796	148	878	444	611	491	82	211	166	69	97	79	12	66	82	68	50	24
														2.00 - 2.30			A	8.4	31	641	1086	751	109	832	432	615	518	71	178	131	61	81	62	7	46	82	73	41	19			
														2.30 - 3.00			A	9.2	33	702	1067	752	116	819	404	594	509	69	179	125	49	69	56	7	50	79	67	44	24			



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PROGRAM NAME										AUDIENCE COMPOSITION																									
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																									
WK	DAY	START	DUR	NET	PROG.	T/C	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11										
#		TIME			TYPE		WK 1	WK 2		AVG. AUD. SHARE %	AVG. AUD. (0,000)			18-34	18-49	25-54	55-64	55+	18-34	18-49	25-54	55-64	55+												
WEEKEND DAYTIME CONT'D																																			
BUGS BUNNY/ROAD RUNNER 3										8	198	198	A	11.8	42	900	1576	239	126^	291	162	247	199	31^	39^	179	97^	119^	101^	19^	41^	241	119^	865	431
SAT. 10.00A 30 CBS CA										99	99	B	10.0	38	763	1678	262	138	337	194	268	193	28	57	265	141	190	141	22	42	234	105	842	479	
CASPER AND THE ANGELS										8	200	201	A	4.9	24	374	1757	187^	32^	213^	160^	192^	125^	21^	21^	225^	55^	136^	159^	66^	66^	200^	16^	1119	632
SAT. 8.30A 30 NBC CA										98	98	B	4.6	24	351	1744	262	91	302	180	224	194	22	59	166	58	114	116	24	31	143	28	1133	657	
CBS NFL FOOTBALL PRE GAME										8	192	178	A	8.0	28	610	1518	352	147^	424	132^	213	203	102^	157^	825	305	520	487	180^	221	178^	43^	91^	63^
SUN. 12.30P 30 CBS SC										99	95	B	7.3	28	557	1538	339	154	396	131	219	202	64	137	817	346	534	459	129	217	206	51	119	98	
CBS NFL FOOTBALL GAME 1										8	204	197	A	17.2	44	1312	1607	380	192	450	173	271	240	77^	135	905	329	586	546	180	259	150	28^	102	72^
1 SUN. 1.00P 163 CBS SE										99	99	B	15.7	44	1198	1598	362	172	410	150	254	222	72	124	911	360	586	519	153	259	169	36	108	81	
2 SUN. 1.00P 180																																			
1.00 - 1.30													A	14.3	42	1091	1661	380	198	456	187	287	227	78^	136	922	361	603	545	194	267	172	34^	111^	73^
1.30 - 2.00													A	17.0	47	1297	1625	375	189	455	182	280	224	77^	143	910	320	591	559	193	265	147	26^	113	73^
2.00 - 2.30													A	17.9	46	1366	1574	385	175	455	175	271	233	84^	147	875	319	569	509	181	255	144	29^	100	72^
2.30 - 3.00													A	18.0	44	1373	1569	389	197	458	184	278	253	81^	125	873	319	564	535	172	248	140	24^	98	72^
3.00 - 3.30													A	18.1	43	1381	1629	384	196	445	163	256	253	72^	132	929	323	595	572	171	264	145	28^	110	79^
3.30 - 4.00													A	17.4	38	1328	1610	374	228	425	119^	248	259	71^	128^	957	352	607	549	165^	276	162^	17^	66^	51^
CBS NFL FOOTBALL GAME 2										5	188		A	13.3	28	1015	1507	445	122^	468	137^	239	233^	58^	184^	890	256	541	525	155^	292	86^	34^	63^	49^
1 SUN. 4.00P 168 CBS SE										87		B	12.1	27	923	1571	431	146	461	137	253	239	60	181	901	339	581	539	122	249	129	30	80	59	
& 6.59P 7													A	9.6	23	732	1602	505	119^	505	181^	318^	254^	72^	167^	957	250^	553	594	177^	313^	91^	37^	49^	33^
4.00 - 4.30													A	12.0	27	916	1481	428	79^	428	169^	277	207^	52^	135^	938	294	559	555	159^	310	55^	20^	60^	41^
4.30 - 5.00																																			
5.00 - 5.30													A	13.1	28	1000	1435	413	94^	413	129^	221^	220^	43^	156^	932	260	548	513	180^	330	55^	19^	35^	35^
5.30 - 6.00													A	14.4	29	1099	1387	372	115^	397	101^	180^	205^	38^	167^	864	253	531	487	146^	293	88^	31^	38^	38^
6.00 - 6.30													A	15.0	28	1145	1543	436	143^	486	116^	212	225	55^	211	877	261	562	514	129^	270	93^	42^	87^	66^
CBS NFL FOOTBALL POST										4	81		A	5.4	13	412	1925	493^	269^	558^	235^	327^	248^	68^	183^	1049	366^	716	614	227^	273^	193^	66^	125^	77^
1 SUN. 3.43P 17 CBS SC										37		B	5.2	13	397	1627	404	234	444	193	285	224	59	129	862	322	587	491	127	239	240	56	81	65	
CBS NFL FOOTBALL POST 2										1	130		A	9.9	18	755	1709	531	174^	609	134^	305^	312^	94^	228^	810	188^	564	564	135^	212^	157^	60^	133^	88^
1 SUN. 6.48P 11 CBS SC										53		B	9.9	18	755	1709	531	174	609	134	305	312	94	228	810	188	564	564	135	212	157	60	133	88	
CBS SPORTS SPECTACULAR										8	150	150	A	10.1	24	771	1629	494	204	548	237	349	297	65^	153^	682	254	405	419	81^	190	243	75^	156^	144^
SAT. 4.30P 90 CBS SA										88	87	B	7.1	19	542	1598	541	216	601	229	371	313	69	179	632	235	366	347	67	200	198	53	167	119	
4.30 - 5.00													A	7.8	20	595	1745	549	212	559	224	344	281	70^	164^	688	243	407	422	65^	191^	314	117^	184^	158^
5.00 - 5.30													A	10.2	25	778	1604	501	198	573	256	369	324	72^	157	661	245	401	406	87^	183	236	69^	134^	134^
5.30 - 6.00													A	12.3	28	938	1575	453	202	520	226	331	283	60^	145	695	268	406	429	88^	197	205	52^	155	144
COLLEGE FOOTBALL '79										8	150	151	A	3.1	11	237	1253	469^	118^	481^	203^	303^	181^	89^	148^	489^	88^	257^	296^	89^	164^	152^	63^	131^	63^
SUN. 12.30P 30 ABC SA										93	93	B	2.9	10	221	1244	373	142	408	140	198	143	90	175	608	227	367	341	93	205	98	35	130	99	
DEAR ALEX & ANNIE-11.56AM										8	183	186	A	5.5	22	420	1521	260^	105^	350	198^	243^	126^	84^	84^	160^	82^	105^	82^	41^	55^	289^	107^	722	542
SAT. 11.56A 3 ABC CN										93	94	B	5.2	23	397	1645	303	120	372	194	271	148	26	82	255	115	167	118	35	65	259	109	759	462	
DEAR ALEX & ANNIE-11.26AM										8	122	126	A	3.3	14	252	1496	309^	60^	425^	187^	278^	151^	36^	111^	250^	89^	199^	163^	44^	51^	205^	107^	616	330^
SUN. 11.26A 3 ABC CN										83	83	B	3.5	15	267	1502	292	79	373	206	255	169	26	91	320	177	260	178	33	55	168	68	641	422	
FACE THE NATION										8	148	156	A	4.1	16	313	1230	524	204^	537	89^	153^	142^	158^	370^	550	188^	324^	218^	76^	210^	60^	11^	83^	29^
SUN. 11.30A 30 CBS CC										92	93	B	3.5	14	267	1294	504	154	525	85	147	151	84	337	569	158	305	246	92	246	89	29	111	55	
FAMOUS CLASSIC TALES(S)										106		A	3.7	8	282	1986	449^	110^	574^	334^	467^	284^	85^	103^	483^	139^	235^	270^	85^	135^	308^	64^	621^	554^	
2 SUN. 4.27P 33 CBS CA										71																									



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																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)											
													TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11										
WEEKEND DAYTIME CONT'D																																				
FESTIVAL OF LIVELY ARTS(S)												146	A	4.4	9	336	1619	595	181	678	259	317	196	194	343	574	252	297	238	107	155	126	33	241	148	
2 SUN. 5.00P 60 CBS CL												87	A	4.1	9	313	1700	611	210	697	240	364	255	166	314	578	262	281	215	112	171	165	19	260	205	
5.00 - 5.30													A	4.8	9	366	1503	565	151	642	265	265	137	214	361	558	238	304	254	101	137	84	41	219	99	
5.30 - 6.00													A	4.7	17	359	1549	277	67	325	198	272	186	LT	22	226	115	161	136	28	65	329	103	669	390	
FLASH GORDON												8 201 200	B	4.7	19	359	1681	294	89	392	257	325	196	LT	46	273	189	227	128	14	34	262	81	754	462	
SAT. 11.00A 30 NBC CA												97 96	A	5.7	24	435	1457	165	26	165	125	147	102	18	18	139	82	118	118	21	21	188	37	965	626	
FRED & BARNEY MEET-THING												8 208 207	B	5.4	24	412	1681	271	74	309	191	238	185	25	40	177	131	155	111	LT	12	199	68	996	627	
SAT. 9.00A 30 NBC CA												99 99	A	6.7	25	511	1444	186	39	186	137	173	110	13	13	93	69	93	93	LT	LT	264	54	901	574	
FRED & BARNEY-THING PT 2												8 208 207	B	6.3	26	481	1734	255	75	293	182	239	190	18	32	146	117	136	84	LT	LT	222	65	1073	671	
SAT. 9.30A 30 NBC CA												99 99	A	5.1	19	389	1632	292	82	343	206	294	190	LT	22	271	159	216	162	37	55	243	56	775	373	
GODZILLA												8 190 192	B	4.8	19	366	1629	275	96	363	231	290	195	15	41	234	171	198	107	17	28	270	79	762	443	
SAT. 11.30A 30 NBC CA												89 89	A	4.3	23	328	1585	293	85	314	149	204	177	19	83	158	73	145	145	LT	LT	202	107	911	583	
GREATEST SUPERFRIENDS-1												8 178 182	B	4.2	25	320	1457	286	90	299	156	228	202	LT	47	147	73	117	95	14	30	115	25	896	600	
SAT. 8.00A 30 ABC CA												95 95	A	5.9	24	450	1469	201	93	232	145	177	199	LT	33	132	72	123	123	LT	LT	211	92	894	569	
GREATEST SUPERFRIENDS-2												8 178 182	B	5.9	27	450	1504	262	87	278	159	219	200	LT	32	141	81	113	84	14	27	130	52	955	627	
SAT. 8.30A 30 ABC CA												95 95	A	4.8	17	366	1699	144	30	171	LT	98	120	51	51	382	125	333	263	16	38	479	249	667	474	
HOT HERO SANDWICH PART I												1 179	B	4.8	17	366	1699	144	30	171	LT	98	120	51	51	382	125	333	263	16	38	479	249	667	474	
2 SAT. 12.00N 30 NBC CL												94	A	4.1	14	313	1585	205	160	361	230	242	160	90	90	201	74	141	136	16	35	415	259	608	454	
HOT HERO SANDWICH PART II												1 177	B	4.1	14	313	1585	205	160	361	230	242	160	90	90	201	74	141	136	16	35	415	259	608	454	
2 SAT. 12.30P 30 NBC CL												93	A	5.0	28	382	1749	162	112	266	203	245	162	LT	21	180	126	134	114	21	35	46	LT	1257	626	
IN THE NEWS- 8.26AM												8 190 189	B	4.3	27	328	1573	218	97	255	181	209	137	LT	33	166	94	113	108	25	39	106	40	1046	583	
SAT. 8.26A 3 CBS CN												97 96	A	7.0	31	534	1597	116	103	206	133	174	115	LT	20	155	104	116	112	26	26	170	72	1066	538	
IN THE NEWS- 8.56AM												8 189 188	B	5.9	28	450	1504	227	126	260	147	197	132	15	53	179	99	126	128	18	32	150	64	915	500	
SAT. 8.56A 3 CBS CN												96 96	A	8.8	35	671	1586	203	81	249	102	197	187	16	44	265	145	208	195	10	27	192	94	880	436	
IN THE NEWS- 9.26AM												8 199 199	B	7.9	33	603	1620	240	135	317	163	241	167	32	66	245	133	175	128	18	44	192	111	866	489	
SAT. 9.26A 3 CBS CN												99 99	A	11.6	42	885	1619	246	135	309	160	259	207	36	47	204	115	144	129	17	38	218	106	888	435	
IN THE NEWS- 9.59AM												8 199 199	B	9.9	38	755	1703	246	139	327	189	265	191	29	51	256	138	186	141	21	41	235	108	885	498	
SAT. 9.59A 3 CBS CN												99 99	A	8.6	32	656	1524	333	141	363	227	291	196	20	60	212	144	159	73	18	53	300	203	649	315	
IN THE NEWS- 11.56AM												8 186 192	B	7.0	28	534	1576	312	131	385	238	309	203	16	57	234	119	163	100	14	55	277	164	680	401	
SAT. 11.56A 3 CBS CN												98 98	A	5.7	21	435	1372	254	67	288	166	223	149	11	65	244	162	201	99	LT	43	235	108	605	301	
IN THE NEWS- 12.26PM												8 170 170	B	4.9	19	374	1487	310	131	394	225	301	206	26	73	289	146	219	147	24	60	225	91	579	346	
SAT. 12.26P 3 CBS CN												95 95	A	6.4	22	488	1611	269	103	292	189	189	174	29	84	263	87	160	115	22	90	404	284	652	330	
IN THE NEWS- 12.56PM												8 162 162	B	5.4	20	412	1629	322	134	414	274	321	211	35	72	289	113	210	161	23	72	272	150	654	369	
SAT. 12.56P 3 CBS CN												94 94	A	7.1	24	542	1293	296	181	344	258	258	207	15	50	210	137	154	66	13	43	321	189	418	271	
IN THE NEWS- 1.26PM												8 162 162	B	5.8	20	443	1480	357	139	424	273	335	237	22	51	269	143	210	139	LT	43	213	123	574	361	
SAT. 1.26P 3 CBS CN												94 94	A	1.2	12	92	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
IN THE NEWS- 8.26AM-SUN.												8 45 48	B	.9	10	69	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
SUN. 8.26A 3 CBS CN												37 37	A	1.7	13	130	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
IN THE NEWS- 8.56AM-SUN.												8 43 43	B	1.3	10	99	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
SUN. 8.56A 3 CBS CN												38 38																								

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WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11											
													TOTAL		18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49			25-54	55-64	55+								
WEEKEND DAYTIME CONT'D																																			
IN THE NEWS-10.56AM										8	191	191	A	9.5	35	725	1909	294	182	382	214	315	208	42v	52^	223	122^	151^	107^	34v	47^	447	350	857	439
SAT. 10.56A 3 CBS CN										98	98	B	8.2	32	626	1801	314	155	395	215	296	196	27	83	274	116	198	167	26	49	304	182	828	455	
IN THE NEWS-11.26AM										8	190	191	A	8.9	33	679	1536	338	215	428	275	330	165^	33v	74^	212	148^	165^	65^	21v	47^	165^	113^	731	385
SAT. 11.26A 3 CBS CN										97	98	B	7.7	31	588	1643	332	164	399	243	301	176	25	77	237	115	174	125	16	44	242	114	765	432	
ISSUES AND ANSWERS										8	166	163	A	2.8	11	214	1107	504^	75v	504^	126v	285^	275^	89v	163^	407^	LT	225^	280^	85v	127v	84v	70v	112v	89v
SUN. 12.00N 30 ABC CC										96	96	B	2.3	9	175	1251	492	112	555	101	213	213	83	291	483	73	225	235	85	225	112	56	101	78	
JASON OF STAR COMMAND										8	168	168	A	5.6	21	427	1506	280^	80^	327	181^	243^	160^	LT	84^	255^	166^	204^	98^	LT	51v	235^	104^	689	353
SAT. 12.00N 30 CBS CL										95	95	B	4.9	19	374	1531	288	112	377	223	301	198	LT	57	268	150	209	118	14	51	221	94	665	396	
JETSONS										7	169		A	5.9	22	450	1984	250^	128v	348^	143^	219^	98v	49v	107v	345^	301^	345^	220^	LT	LT	248^	127v	1043	488^
1 SAT. 12.30P 30 NBC CA										90		B	5.2	20	397	1617	300	93	396	261	303	177	22	67	267	144	217	145	16	36	240	115	714	409	
JONNY QUEST										7	181		A	6.0	23	458	1245	107v	14v	242^	79v	79v	41v	LT	136^	146^	105v	146^	146^	LT	LT	22v	LT	835	470^
1 SAT. 12.00N 30 NBC CA										92		B	5.3	21	404	1604	270	88	384	246	276	168	LT	71	245	151	215	141	LT	22	194	69	781	476	
KIDS ARE PEOPLE TOO II										8	122	126	A	2.8	13	214	1607	299^	84v	449^	220^	328^	182^	LT	84v	243^	117v	164^	113v	69v	79v	233^	116v	682	398^
SUN. 10.30A 30 ABC CL										83	83	B	2.9	13	221	1587	318	108	395	201	265	219	LT	90	309	196	250	167	32	49	190	72	693	441	
KIDS ARE PEOPLE TOO III										8	122	126	A	3.0	13	229	1668	302^	70v	420^	175^	280^	166^	31v	101v	345^	113v	232^	189^	83v	113v	221^	104v	682	355^
SUN. 11.00A 30 ABC CL										83	83	B	3.3	15	252	1514	282	98	361	184	248	185	23	86	323	176	263	190	39	56	186	63	644	410	
MEET THE PRESS										8	153	136	A	4.2	18	320	1538	456	206^	575	156^	212^	228^	84v	269^	655	284^	370^	287^	57v	231^	107^	44v	201^	90v
SUN. 12.00N 30 NBC CC										92	88	B	3.5	16	267	1392	525	196	578	109	196	196	106	344	612	170	309	311	88	246	77	27	125	80	
MIGHTY MOUSE-HECKL-JECKL1										8	190	189	A	4.3	27	328	1643	159^	34v	189^	125^	170^	158^	LT	19v	179^	115^	128^	110^	25v	40v	55v	LT	1220	650
SAT. 8.00A 30 CBS CA										97	96	B	3.9	27	298	1582	217	80	227	163	189	137	LT	27	168	84	108	107	31	43	110	31	1077	613	
MIGHTY MOUSE-HECKL-JECKL2										8	189	188	A	6.7	32	511	1546	117^	50v	158^	88^	130^	117^	LT	22v	170^	108^	125^	125^	28v	28v	118^	45v	1100	542
SAT. 8.30A 30 CBS CA										97	96	B	5.5	28	420	1558	239	126	260	156	198	123	17	53	185	100	131	131	26	35	130	60	983	548	
NCAA FOOTBALL PRE GAME										7	216	215	A	6.7	25	511	1335	255	115^	271	90^	132^	121^	78^	106^	608	221^	287	276	132^	256	117^	33v	339	221^
1 SAT. 12.30P 14 ABC SC										99	99	B	6.2	24	473	1490	309	110	365	146	231	150	56	115	686	258	371	322	143	249	176	54	263	183	
2 SAT. 12.30P 13																																			
NCAA FOOTBALL GAME										8	216	217	A	11.4	37	870	1372	300	121^	353	125^	179	130^	67^	148	853	245	436	389	187	369	88^	11v	78^	57^
1 SAT. 12.44P 183 ABC SE										99	99	B	10.6	35	809	1461	350	131	396	131	216	178	69	148	840	263	450	427	171	324	123	27	102	81	
2 SAT. 12.44P 167																																			
1.00 - 1.30													A	9.8	33	748	1441	316	123^	344	117^	174	153^	66^	132^	856	270	460	379	203	357	97^	LT	144^	92^
1.30 - 2.00													A	11.6	38	885	1454	308	119^	342	118^	175	126^	72^	142	923	291	497	393	189	382	83^	6v	106^	77^
2.00 - 2.30													A	11.7	38	893	1405	317	167	406	188	243	128^	59^	142	851	246	444	422	174	345	85^	8v	63^	53^
2.30 - 3.00													A	12.6	39	961	1380	327	148	389	152	199	127^	65^	164	872	256	443	393	182	377	77^	13v	42^	33v
3.00 - 3.30													A	12.9	39	984	1301	278	108^	339	93^	149	130	78^	168	841	216	418	403	188	379	84^	14v	37^	32^
NCAA FOOTBALL GAME 2										5	213	212	A	13.1	31	1000	1479	409	156	460	112^	208	207	86^	202	813	226	414	392	192	343	113^	26v	93^	47^
1 SAT. 4.00P 184 ABC SE										99	99	B	12.2	32	931	1459	387	150	451	124	208	206	80	190	819	235	436	426	173	313	111	27	78	45	
2 SAT. 4.03P 187																																			
4.00 - 4.30													A	12.4	35	946	1360	369	154	418	78^	179	193	87^	193	788	212	384	358	195	355	91^	24v	63^	38^
4.30 - 5.00													A	12.0	32	916	1485	417	172	463	89^	193	205	92^	220	840	239	425	378	200	369	90^	23v	92^	43^
5.00 - 5.30													A	12.1	30	923	1438	421	163	450	82^	184	194	102^	222	810	201	380	369	211	378	104^	18v	74^	27v
5.30 - 6.00													A	12.8	29	977	1393	403	135	451	96^	193	172	85^	217	778	176	352	352	205	365	103^	33^	61^	29v
6.00 - 6.30													A	14.1	30	1076	1498	396	154	456	146	222	217	72^	174	807	256	443	439	168	298	117	21v	118	59^
6.30 - 7.00													A	14.9	30	1137	1562	387	136	454	155	228	214	77^	173	840	253	468	439	181	314	153	35^	115	60^

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1ST NOV. 1979 REPORT

PROGRAM NAME											AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
							WK 1	WK 2		AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)	CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
WEEKEND DAYTIME CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST NOV. 1979 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																	
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK	START	DUR	NET	PROG	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORK- OF ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)	CHILDREN (2-11)				
# DAY	TIME			TYPE	WK 1	WK 2		AVG. AUD. SHARE %	AVG. AUD. (0,000)			TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11		
WEEKEND DAYTIME CONT'D																											
SCHOOLHOUSE ROCK-11.26AM										A	5.7	20	435	1529	216^103^	252^110^	183^105^	46^ 69^	212^ 76^	166^113^	LT	41^	203^ 88^	862	577		
SAT. 11.26A 3 ABC CN										B	5.8	22	443	1577	281 129	322 172	249 160	28 68	254 102	165 107	25 73	218 89	783 498				
SCHOOLHOUSE ROCK-11.55AM										A	3.0	12	229	1349	305^ 66^	375^156^	197^104^	74^166^	287^121^	231^192^	27^ 56^	184^ 83^	503^ 249^				
SUN. 11.55A 4 ABC CN										B	2.7	11	206	1464	349 62	399 116	217 187	62 163	292 124	231 202	23 52	249 129	524 346				
SCOOBY AND SCRAPPY DOO										A	5.8	23	443	1485	194^ 64^	271^143^	171^ 85^	85^ 85^	135^ 65^	89^ 70^	32^ 46^	260^101^	819 610				
SAT. 11.30A 30 ABC CA										B	5.8	26	443	1667	266 110	329 172	244 133	27 72	247 122	174 115	25 53	278 117	813 506				
SKATEBIRDS										A	1.3	10	99	LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	
SUN. 8.30A 30 CBS CL										B	1.0	8	76	LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT
SPIDERWOMAN										A	6.0	21	458	1600	205^106^	244^104^	162^ 91^	54^ 82^	203^ 81^	161^101^	LT	37^	179^ 88^	974 681			
SAT. 11.00A 30 ABC CA										B	6.0	23	458	1575	279 127	321 173	240 151	30 75	228 91	148 96	23 65	209 87	817 532				
SPORTSWORLD										A	6.0	15	458	1489	478 208^	526 183^	319 282	58^170^	665 249^	384 399	102^224^	164^ 81^	134^ 64^				
SAT. 4.00P 90 NBC SE										B	5.8	17	443	1508	386 131	434 148	247 229	56 137	778 267	489 462	109 244	153 58	143 98				
4.00 - 4.30										A	5.4	15	412	1364	438 197^	494 186^	363 281^	39^120^	670 214^	383 415	72^228^	115^ 55^	85^ 24^				
4.30 - 5.00										A	6.1	16	465	1452	434 172^	488 185^	308 240^	59^162^	678 250^	379 411	99^245^	154^ 64^	132^ 78^				
5.00 - 5.30										A	6.5	16	496	1627	550 245^	594 181^	291 317	78^226^	650 273	388 375	131^205^	209^111^	174^ 82^				
SUNDAY MORNING										A	2.8	15	214	1430	635 359^	672 159^	332^365^	103^280^	602 154^	369^387^	56^149^	48^ LT	108^ 38^				
SUN. 9.00A 90 CBS N										B	2.5	14	191	1405	563 205	596 169	301 332	117 222	625 173	336 362	75 205	41 LT	143 59				
9.00 - 9.30										A	2.5	16	191	1482	696 293^	749 157^	310^345^	84^393^	634^183^	403^419^	68^157^	LT LT	84^ 42^				
9.30 - 10.00										A	2.9	15	221	1462	638 439^	674 167^	375^395^	113^235^	656 131^	384^421^	50^173^	55^ LT	77^ 40^				
10.00 - 10.30																											
SUPER GLOBETROTTERS										A	5.6	21	427	1546	195^ 40^	198^122^	167^ 91^	19^ 31^	147^113^	147^107^	LT LT	345 62^	856 517				
SAT. 10.00A 30 NBC CA										B	5.5	22	420	1722	235 59	276 159	226 176	13 31	169 110	131 88	LT 26	234 52	1043 637				
TARZAN AND SUPER SEVEN 1										A	6.4	23	488	1668	271 97^	287 177^	177^162^	28^ 92^	285 138^	210^116^	13^ 61^	389 266	707 345				
SAT. 12.30P 30 CBS CA										B	5.3	20	404	1688	324 134	428 295	339 211	27 64	297 134	240 167	13 50	276 151	687 379				
TARZAN AND SUPER SEVEN 2										A	7.3	25	557	1375	272 165^	319 235	235 193^	14^ 48^	219^147^	164^ 70^	12^ 41^	359 219^	478 325				
SAT. 1.00P 30 CBS CA										B	5.9	21	450	1547	340 133	421 283	339 218	21 46	258 146	207 131	LT 37	226 124	642 388				
30 MINUTES										A	5.4	18	412	1357	476 209^	529 263^	350 293^	46^151^	394 185^	280^181^	21^ 87^	245^ 70^	189^ 158^				
SAT. 1.30P 30 CBS DN										B	4.0	14	305	1388	443 192	530 256	350 275	52 127	354 200	275 167	LT 62	189 78	315 177				
THREE ROBONIC STOOGES										A	1.0	11	76	LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT
SUN. 8.00A 30 CBS CA										B	.9	11	69	LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT
TIME OUT-9:58AM										A	6.2	23	473	1446	203^ 47^	203^154^	193^113^	10^ 10^	93^ 65^	93^ 93^	LT LT	279 55^	871 543				
SAT. 9.58A 2 NBC CN										B	5.7	23	435	1751	270 83	308 185	241 194	16 32	156 121	144 89	LT LT	223 71	1064 646				
TIME OUT-10:58AM										A	5.4	20	412	1515	228^ 66^	262^201^	245^111^	LT 17^	207^ 97^	130^ 92^	LT 77^	275^104^	771 486				
SAT. 10.58A 2 NBC CN										B	5.2	21	397	1834	304 98	378 266	325 181	15 39	205 125	154 110	LT 36	270 103	981 619				
TIME OUT-11:58AM										A	5.0	18	382	1665	262^ 81^	316^205^	268^156^	LT 20^	313^220^	263^171^	34^ 50^	222^ 44^	814 401				
SAT. 11.58A 2 NBC CN										B	5.0	20	382	1616	256 94	355 225	275 175	19 46	216 166	190 95	14 24	281 83	764 455				
WASHINGTON D.C. INT'L(S)										A	4.2	11	320	1363	545^148^	545^185^	231^215^	66^220^	551^213^	386^275^	LT 165^	220^159^	47^ 47^				
2 SAT. 4.00P 30 CBS SE																											

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. OCT. 29, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					15,110 19.8				26,020 34.1								
		AVERAGE AUDIENCE (Households (000) & %)					12,210 16.0	15.6*		16.3*	13,960 18.3	16.6*		19.2*		21.2*		18.7*	
		SHARE OF AUDIENCE %					24	24 *		25 *	31	25 *		29 *		33 *		31 *	
		AVG. AUD. BY ¼ HR.					15.5	15.7	16.4	16.3	16.2	17.1	18.6	19.8	21.8	20.7	19.1	18.3	
		240-ROBERT (OP) NFL MONDAY NIGHT FOOTBALL SEATTLE VS ATLANTA (9:00-11:48PM)(+OP)																	
E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					16,400 21.5				23,270 30.5		20,220 26.5		19,910 26.1				
		AVERAGE AUDIENCE (Households (000) & %)					12,820 16.8	16.5*		17.0*	20,910 27.4		18,540 24.3		15,720 20.6		20.9*	20.2*	
		SHARE OF AUDIENCE %					25	25 *		25 *	41		37		35		34 *	36 *	
		AVG. AUD. BY ¼ HR.					16.4	16.6	16.5	17.6	26.8	27.9	24.5	24.1	21.1	20.7	20.3	20.1	
		WHITE SHADOW (OP) M*A*S*H WKRP IN CINCINNATI LOU GRANT																	
W E E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)					22,510 29.5				20,750 27.2								
		AVERAGE AUDIENCE (Households (000) & %)					18,920 24.8	24.7*		25.0*	14,570 19.1	19.7*		19.9*		19.2*		17.6*	
		SHARE OF AUDIENCE %					37	37 *		37 *	31	30 *		30 *		31 *		31 *	
		AVG. AUD. BY ¼ HR.					24.4	25.0	24.9	25.0	20.0	19.5	19.9	19.8	19.7	18.8	18.1	17.2	
		LITTLE HOUSE-PRAIRIE (OP) NBC MONDAY NIGHT MOVIES FREEDOM ROAD, PART 1																	
W E E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					15,110 19.8				27,390 35.9								
		AVERAGE AUDIENCE (Households (000) & %)					11,750 15.4	15.1*		15.7*	15,410 20.2	18.4*		21.7*		22.9*		20.7*	
		SHARE OF AUDIENCE %					23	23 *		23 *	33	27 *		32 *		35 *		33 *	
		AVG. AUD. BY ¼ HR.					14.7	15.4	15.7	15.6	17.6	19.2	21.5	21.8	23.4	22.5	21.2	20.1	
		240-ROBERT (OP) NFL MONDAY NIGHT FOOTBALL HOUSTON VS MIAMI (9:00-11:47PM)(+OP)																	
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					21,590 28.3				22,660 29.7		20,140 26.4		17,550 23.0				
		AVERAGE AUDIENCE (Households (000) & %)					17,930 23.5	22.4*		24.5*	20,600 27.0		17,700 23.2		14,500 19.0		19.2*	18.8*	
		SHARE OF AUDIENCE %					35	34 *		36 *	39		34		31		30 *	32 *	
		AVG. AUD. BY ¼ HR.					21.7	23.1	24.0	25.0	26.8	27.2	23.0	23.3	19.3	19.1	18.9	18.8	
		WHITE SHADOW (OP) M*A*S*H WKRP IN CINCINNATI LOU GRANT																	
W E E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)					19,460 25.5				23,500 30.8								
		AVERAGE AUDIENCE (Households (000) & %)					15,950 20.9	20.1*		21.6*	16,250 21.3	21.7*		22.0*		21.2*		20.3*	
		SHARE OF AUDIENCE %					31	30 *		31 *	33	32 *		33 *		34 *		35 *	
		AVG. AUD. BY ¼ HR.					19.7	20.4	21.5	21.7	21.8	21.6	22.0	22.0	21.4	21.0	20.4	20.1	
		LITTLE HOUSE-PRAIRIE (OP) NBC MONDAY NIGHT MOVIES HEROES																	
TV HOUSEHOLDS USING TV			WK. 1	62.5	63.7	63.9	65.6	66.4	66.8	66.9	67.1	66.4	66.5	65.2	65.3	63.1	60.6	57.1	55.1
(See Def. 1)			WK. 2	59.8	61.0	61.9	64.3	66.0	67.6	68.7	69.0	68.4	69.0	67.5	67.6	64.2	62.0	59.3	57.7
U.S. TV Households: 76,300,000																			

For explanation of symbols, See page A.

EVE. MON. NOV. 5, 1979

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NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.TUE. OCT.30, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
WEEK 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					18,160 23.8		19,150 25.1		24,110 31.6		20,750 27.2		19,460 25.5					
		AVERAGE AUDIENCE (Households (000) & %)					15,340 20.1		17,240 22.6		21,820 28.6		18,770 24.6		15,790 20.7					
		SHARE OF AUDIENCE %					32		35		45		40		37					
		AVG. AUD. BY ¼ HR. %					19.3	20.8	21.7	23.5	28.1	29.2	25.1	24.1	21.9	21.2	20.6	19.3		
WEEK 1	CBS TV	TOTAL AUDIENCE (Households (000) & %)					13,280 17.4				19,610 25.7									
		AVERAGE AUDIENCE (Households (000) & %)					9,460 12.4				13,280 17.4									
		SHARE OF AUDIENCE %					20				29				28					
		AVG. AUD. BY ¼ HR. %					12.9	12.4	12.0	12.3	15.5	15.7	16.7	17.4	18.4	18.4	18.8	18.2		
WEEK 1	NBC TV	TOTAL AUDIENCE (Households (000) & %)					16,180 21.2		16,480 21.6		16,560 21.7									
		AVERAGE AUDIENCE (Households (000) & %)					14,570 19.1		14,570 19.1		10,830 14.2									
		SHARE OF AUDIENCE %					31		30		24				23					
		AVG. AUD. BY ¼ HR. %					18.6	19.6	19.6	18.7	14.0	13.4	14.3	14.0	14.3	14.5	14.5	14.9		
WEEK 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					19,910 26.1		19,150 25.1		21,360 28.0		18,920 24.8		17,090 22.4					
		AVERAGE AUDIENCE (Households (000) & %)					17,930 23.5		17,550 23.0		18,920 24.8		17,550 23.0		13,730 18.0					
		SHARE OF AUDIENCE %					38		37		39		36		30					
		AVG. AUD. BY ¼ HR. %					22.4	24.6	22.6	23.4	24.0	25.7	22.8	23.2	18.8	18.2	17.5	17.4		
WEEK 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)					11,600 15.2				18,310 24.0									
		AVERAGE AUDIENCE (Households (000) & %)					8,390 11.0				11,830 15.5									
		SHARE OF AUDIENCE %					18				25				23					
		AVG. AUD. BY ¼ HR. %					11.1	10.4	11.2	11.4	12.7	13.8	14.6	14.9	16.4	16.9	17.5	17.1		
WEEK 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)					20,980 27.5								15,870 20.8					
		AVERAGE AUDIENCE (Households (000) & %)					14,570 19.1								12,590 16.5					
		SHARE OF AUDIENCE %					30								28					
		AVG. AUD. BY ¼ HR. %					18.0	18.4	19.4	19.9	19.6	18.8	19.8	18.7	16.5	16.4	16.5	16.5		
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	WK. 2	60.2	61.3	60.7	61.8	61.0	63.0	63.4	64.0	63.5	63.7	61.1	60.5	59.1	58.1	56.1	52.9
					58.8	60.8	60.3	61.5	61.6	61.9	62.0	63.7	63.8	65.1	64.5	63.6	60.4	59.8	59.1	57.5

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

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EVE.TUE. NOV.6, 1979



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.WED. OCT.31, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					17,700 23.2				18,620 24.4				17,320 22.7			
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					13,890 18.2				14,730 19.3				14,270 18.7			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					30 16.9	29 * 17.8		31 * 18.8	32 19.4	30 * 18.9		20.0	33 * 20.3	34 18.8	33 * 19.2	18.0 19.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,430 17.6		12,510 16.4		19,150 25.1							
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					11,520 15.1		11,140 14.6		12,510 16.4				16.4 * 27 *		16.8 * 29 *	16.8 * 31 *
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					25 14.5	24 15.6	24 14.3	24 14.8	28 15.8	25 * 15.5		16.5	16.4	16.8	16.9	16.8
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					18,850 24.7				16,180 21.2		14,650 19.2		16,630 21.8			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					15,260 20.0				14,650 19.2		13,120 17.2		12,360 16.2		17.2 * 30 *	15.2 * 28 *
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					33 19.2	33 * 19.6		34 * 20.6	31 19.0	28 19.4	28 16.6	17.9	29 17.3	30 * 17.1	15.5	14.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					28,840 37.8								19,460 25.5			
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					21,060 27.6								16,480 21.6			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					43 24.6	40 * 26.6		43 * 27.5	44 * 28.6	44 * 28.0	44 * 28.8	27.6	37 21.4	36 * 21.8	38 * 21.5	38 * 21.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					10,990 14.4				17,550 23.0							
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					7,860 10.3				12,130 15.9				15.5 * 24 *		17.2 * 29 *	17.0 * 30 *
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					16 10.3	16 * 10.2		16 * 10.3	26 13.4	22 * 14.4	15.3	15.6	24 *	29 *	30 *	16.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					19,000 24.9				14,270 18.7		13,660 17.9		15,720 20.6			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					15,180 19.9				12,670 16.6		11,830 15.5		12,060 15.8		16.9 * 27	14.6 * 26 *
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					31 19.7	31 * 20.0		31 * 20.3	26 16.0	24 17.2	24 15.0	16.0	27 17.2	28 * 16.7	26 * 15.3	26 * 14.0
TV HOUSEHOLDS USING TV		WK. 1	56.9	57.3	57.6	58.1	58.7	60.1	60.5	61.9	61.1	61.4	60.6	60.6	57.6	57.1	54.6
(See Def. 1)		WK. 2	61.6	62.3	61.9	62.3	63.5	64.1	64.5	64.9	64.2	64.7	63.9	63.7	60.5	60.0	57.7

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

EVE.WED. NOV.7, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. NOV. 1, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					18,690 24.5		18,770 24.6		19,380 25.4		17,090 22.4		18,010 23.6			
	ABC TV					LAVERNE AND SHIRLEY		BENSON		BARNEY MILLER		SOAP (OP)		20/20			
	AVERAGE AUDIENCE (Households (000) & %)					16,330 21.4		17,400 22.8		17,630 23.1		15,640 20.5		14,190 18.6		19.2*	18.0*
	SHARE OF AUDIENCE %					34		35		36		32		32		33 *	32 *
	AVG. AUD. BY ¼ HR. %					20.6	22.3	22.5	23.2	23.2	23.1	21.0	20.0	19.7	18.7	18.2	17.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					18,010 23.6				16,100 21.1				18,010 23.6			
	CBS TV					WALTONS (OP)				HAWAII FIVE-O				BARNABY JONES			
	AVERAGE AUDIENCE (Households (000) & %)					14,950 19.6	18.9*		20.4*	12,590 16.5	15.8*		17.1*	14,880 19.5		19.2*	19.8*
	SHARE OF AUDIENCE %					31	30 *		31 *	26	24 *		27 *	34		33 *	35 *
	AVG. AUD. BY ¼ HR. %					18.4	19.4	20.4	20.3	15.7	15.9	16.9	17.3	18.8	19.5	19.8	19.9
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					15,180 19.9				18,310 24.0				14,120 18.5			
	NBC TV					BUCK ROGERS-25TH CENTURY (OP)				QUINCY, M.E.				KATE LOVES A MYSTERY			
	AVERAGE AUDIENCE (Households (000) & %)					12,440 16.3	16.0*		16.6*	15,030 19.7	18.8*		20.6*	11,520 15.1		15.3*	14.9*
	SHARE OF AUDIENCE %					25	25 *		25 *	31	29 *		33 *	26		26 *	27 *
	AVG. AUD. BY ¼ HR. %					16.1	16.0	16.5	16.7	18.4	19.3	20.7	20.6	15.6	15.1	14.9	14.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,780 23.3		17,400 22.8		17,700 23.2		16,180 21.2		18,010 23.6			
	ABC TV					LAVERNE AND SHIRLEY		BENSON		BARNEY MILLER		SOAP (OP)		20/20			
	AVERAGE AUDIENCE (Households (000) & %)					15,720 20.6		16,180 21.2		16,100 21.1		14,650 19.2		14,500 19.0		19.4*	18.6*
	SHARE OF AUDIENCE %					34		33		33		30		32		32 *	33 *
	AVG. AUD. BY ¼ HR. %					19.5	21.6	21.0	21.4	21.2	21.1	19.1	19.3	19.5	19.3	19.3	17.8
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					17,090 22.4				14,880 19.5				17,170 22.5			
	CBS TV					WALTONS (OP)				HAWAII FIVE-O				BARNABY JONES			
	AVERAGE AUDIENCE (Households (000) & %)					14,340 18.8	17.9*		19.7*	12,590 16.5	15.7*		17.3*	14,500 19.0		19.0*	18.9*
	SHARE OF AUDIENCE %					30	29 *		31 *	26	24 *		27 *	32		32 *	33 *
	AVG. AUD. BY ¼ HR. %					17.5	18.4	19.8	19.6	15.6	15.8	16.9	17.7	18.6	19.4	19.3	18.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,710 21.9				18,620 24.4				13,050 17.1			
	NBC TV					BUCK ROGERS-25TH CENTURY (OP)				QUINCY, M.E.				KATE LOVES A MYSTERY			
	AVERAGE AUDIENCE (Households (000) & %)					13,200 17.3	16.5*		18.1*	15,340 20.1	19.7*		20.4*	10,760 14.1		13.9*	14.2*
	SHARE OF AUDIENCE %					28	27 *		28 *	31	30 *		32 *	24		23 *	25 *
	AVG. AUD. BY ¼ HR. %					16.4	16.6	17.8	18.5	19.3	20.1	20.6	20.3	14.3	13.6	14.1	14.3
TV HOUSEHOLDS USING TV		WK. 1	59.4	61.6	61.9	62.5	62.8	63.8	64.6	65.7	64.6	64.7	63.6	62.8	59.1	58.1	56.6
(See Def. 1)		WK. 2	57.3	57.9	58.6	59.9	59.8	61.8	63.6	65.0	64.3	65.0	63.9	64.0	60.6	60.0	55.3

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

EVE. THU. NOV. 8, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. NOV. 2, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					22,580 29.6								13,510 17.7			
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					14,420 18.9	19.1*		19.5*		18.9*		18.4*	10,610 13.9	14.4*	13.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					32 18.9	32*	19.5	32*	19.5	32*	18.2	18.2	31*	24	24*	23*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					18,310 24.0				20,830 27.3				22,890 30.0			
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					15,030 19.7	18.8*		20.6*	18,010 23.6	23.1*		24.1*	19,760 25.9	25.5*	26.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					33 17.6	32*	20.4	34*	40	39*	24.0	40*	44	43*	45*	26.1
W E E K 3	TOTAL AUDIENCE (Households (000) & %)					13,430 17.6				15,790 20.7							
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					10,070 13.2	13.1*		13.3*	10,450 13.7	12.7*		13.5*		14.4*	14.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 13.1	22*	13.2	22*	23	21*	13.0	22*		24*	25*	14.0
W E E K 4	TOTAL AUDIENCE (Households (000) & %)					17,780 23.3				22,280 29.2							
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					14,420 18.9	18.9*		18.9*	14,570 19.1	18.8*		19.4*		19.4*	18.8*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					32 19.2	32*	18.5	31*	33	32*	19.5	32*		34*	34*	18.6
W E E K 5	TOTAL AUDIENCE (Households (000) & %)					18,080 23.7				19,460 25.5				20,370 26.7			
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					14,730 19.3	18.5*		20.1*	16,100 21.1	20.6*		21.6*	17,010 22.3	22.1*	22.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					33 17.4	32*	19.9	33*	35	35*	21.2	36*	39	39*	40*	22.7
W E E K 6	TOTAL AUDIENCE (Households (000) & %)					12,740 16.7				13,890 18.2				11,060 14.5			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					10,150 13.3	12.9*		13.6*	10,910 14.3	14.1*		14.5*	8,550 11.2	11.1*	11.3*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					22 12.4	22*	13.6	23*	24	24*	14.5	24*	20	19*	20*	11.6
TV HOUSEHOLDS USING TV		WK. 1	54.4	55.7	56.9	58.3	58.8	60.1	60.0	60.4	59.1	59.3	59.8	60.5	58.8	59.1	58.7
(See Def. 1)		WK. 2	53.9	54.7	55.9	57.5	58.0	59.2	59.6	60.5	58.9	59.7	60.0	59.9	57.8	56.7	55.7

U.S. TV Households: 76,300,000

For explanation of symbols, See page A

EVE. FRI. NOV. 9, 1979



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.SAT. NOV.3, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						11,600 15.2	9,690 12.7		20,520 26.9					18,160 23.8			
	ABC TV	(1)					ROPER	DETECTIVE SCHOOL	LOVE BOAT (OP)					FANTASY ISLAND				
	AVERAGE AUDIENCE (Households (000) & %)					10,530 13.8		8,770 11.5		15,790 20.7	18.6*		22.8*	15,110 19.8	19.8*		19.8*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 13.7	13.9	20 11.5	11.6	35 17.4	32* 19.9	22.9	39* 22.7	36 19.6	36* 20.0	20.1	37* 19.4	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						19,000 24.9	17,400 22.8										
	CBS TV						RACE-YOUR LIFE, C.BROWN (OP)					AVALANCHE (-OP)						
	AVERAGE AUDIENCE (Households (000) & %)					13,200 17.3	16.5*		17.6*		17.8*	14.2	12.9*		14.1*		14.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					30 16.7	29* 16.2		30* 17.4	18.7	30* 16.9	26 12.7	22* 13.2		25* 14.1	14.2	14.4	14.9
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						19,530 25.6	17,320 22.7										
	NBC TV						CHIPS (OP)					NBC MOVIE OF THE WEEK MACARTHUR, PART 1						
	AVERAGE AUDIENCE (Households (000) & %)					15,640 20.5	19.4*		21.6*	11,900 15.6	15.8*		15.5*		15.9*		15.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					36 18.6	34* 20.3		37* 21.4	28 16.1	27* 15.5	26* 15.8	26* 15.3		29* 16.1	15.7	28* 15.0	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						24,030 31.5						15,870 20.8					
	ABC TV	(2)					LOVE BOAT (OP)					FANTASY ISLAND						
	AVERAGE AUDIENCE (Households (000) & %)					16,940 22.2	20.6*		22.6*		23.2*		22.4*	13,350 17.5	18.0*		17.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					37 19.8	35* 21.5		38* 22.1	23.8	39* 22.7	38* 22.5	38* 22.3	32 18.2	32* 17.7	17.2	31* 17.0	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						11,370 14.9	16,790 22.0										
	CBS TV						LOST TREASURE-CONCEPCION (OP)					ACT OF VIOLENCE						
	AVERAGE AUDIENCE (Households (000) & %)					9,000 11.8	11.8*		11.8*	11,450 15.0	11.5*		14.2*		17.0*		17.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20 12.2	20* 11.5		20* 11.7	26 10.8	19* 12.3	24* 13.9	24* 14.5		31* 16.5	17.6	32* 17.2	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						19,910 26.1						14,190 18.6					
	NBC TV						CHIPS (OP)					B.J. AND THE BEAR						
	AVERAGE AUDIENCE (Households (000) & %)					14,340 18.8	17.9*		19.2*		19.5*		18.5*	12,130 15.9	15.6*		16.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					32 17.5	31* 18.4		32* 18.9		33* 19.6	31* 19.0	31* 18.0	29 15.5	28* 15.7	16.1	30* 16.4	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	53.5	54.8	55.4	56.5	56.9	57.3	57.3	58.3	58.8	58.6	59.0	58.2	55.7	54.9	54.5	54.0
		WK. 2	56.1	56.0	56.1	56.8	57.8	58.7	59.7	60.6	60.3	59.5	59.8	59.1	55.6	55.8	55.1	54.3

U.S. TV Households: 76,300,000

(1) NCAA FOOTBALL GAME 2, ABC, (4:00-7:04PM)

(2) NCAA FOOTBALL GAME 2, ABC, (4:00-7:10PM)

For explanation of symbols, See page A.

## NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.SUN. NOV.4, 1979

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{ 13,960 18.3		21,900 28.7		38,530 50.5															
	ABC TV		SALVAGE I (OP)		MORK & MINDY				ABC SUNDAY NIGHT MOVIE JAWS													
	AVERAGE AUDIENCE (Households (000) & %)		{ 10,150 13.3		18,920 24.8		29,830 39.1															
	SHARE OF AUDIENCE %		12.0*		14.5*		33.2*															
	AVG. AUD. BY 1/4 HR. %		11.5		14.9		34.9															
	TOTAL AUDIENCE (Households (000) & %)		{ 28,080 36.8		20,980 27.5		18,540 24.3		17,630 23.1	15,790 20.7	12,740 16.7											
	CBS TV		60 MINUTES (7:06-8:06PM)(OP)(-OP)		ARCHIE BUNKER'S PLACE (8:06-8:36PM) (-OP)		ONE DAY AT A TIME (8:36-9:06PM) (-OP)(OP)		ALICE (9:06-9:36PM) (-OP)	JEFFERSONS (9:36-10:06PM) (-OP)	CBS REPORTS-TEDDY (10:06-11:06PM)											
	AVERAGE AUDIENCE (Households (000) & %)		{ 21,590 28.3		17,930 23.5		17,090 22.4		16,250 21.3	14,800 19.4	9,840 12.9											
	SHARE OF AUDIENCE %		27.4*		28.7*		22.2		21.4	19.4	15.0											
	AVG. AUD. BY 1/4 HR. %		26.3		29.4		22.2		21.4	19.4	15.0											
	WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{ 21,590 28.3						12,670 16.6												
NBC TV		DISNEY'S WONDERFUL WORLD 20,000 LEAGUES UNDER THE SEA(R)(OP)								BIG EVENT MACARTHUR, PART 2												
AVERAGE AUDIENCE (Households (000) & %)		{ 12,360 16.2		16.9*		18.1*		16.3*		13.4*		8,090 10.6		10.8*		10.5*		10.8*		10.5*		
SHARE OF AUDIENCE %		24		27 *		28 *		24 *		19 *		15		15 *		15 *		16 *		16 *		
AVG. AUD. BY 1/4 HR. %		15.8		18.1		18.4		17.8		16.5		16.0		14.2		12.7		10.8		10.8		
ABC TV		SALVAGE I		MORK & MINDY		MORK & MINDY SPECIAL (R)(OP)				ABC SUNDAY NIGHT MOVIE LOVE FOR RENT												
AVERAGE AUDIENCE (Households (000) & %)		{ 8,700 11.4		10.9*		11.8*		14,880 19.5		15,180 19.9		16,020 21.0		20.1*		21.6*		21.5*		20.8*		
SHARE OF AUDIENCE %		17		17 *		18 *		29		29		31		28 *		31 *		32 *		33 *		
AVG. AUD. BY 1/4 HR. %		11.0		10.8		11.2		12.4		17.2		21.8		19.4		20.3		19.1		21.1		
TOTAL AUDIENCE (Households (000) & %)		{ 29,450 38.6		21,590 28.3		25,100 32.9		22,130 29.0		20,450 26.8		18,850 24.7										
CBS TV		60 MINUTES (7:13-8:13PM)(OP)(-OP)		ARCHIE BUNKER'S PLACE (8:13-8:43PM) (-OP)		ONE DAY AT A TIME (8:43-9:13PM) (-OP)(OP)		ALICE (9:13-9:43PM) (-OP)		JEFFERSONS (9:43-10:13PM) (-OP)		TRAPPER JOHN, M.D. (10:13-11:13PM)										
AVERAGE AUDIENCE (Households (000) & %)		{ 23,730 31.1		31.5*		19,150 25.1		20,220 26.5		20,300 26.6		19,000 24.9		14,730 19.3						18.9*		
SHARE OF AUDIENCE %		47		47 *		37		38		37		36		31						30 *		
AVG. AUD. BY 1/4 HR. %		28.1		29.3		31.2		31.9		26.6		24.6		24.1		24.4		26.3		26.6		
TOTAL AUDIENCE (Households (000) & %)		{ 23,650 31.0								24,190 31.7												
NBC TV		DISNEY'S WONDERFUL WORLD THE STRONGEST MAN IN THE WORLD(R)(OP)								BIG EVENT DOG DAY AFTERNOON												
AVERAGE AUDIENCE (Households (000) & %)		{ 14,800 19.4		18.3*		20.3*		18.8*		20.0*		16,180 21.2		21.2*		21.8*		21.6*		21.6*		
SHARE OF AUDIENCE %		29		29 *		30 *		27 *		29 *		33		30 *		31 *		32 *		35 *		
AVG. AUD. BY 1/4 HR. %		17.7		19.0		20.4		20.2		19.1		18.5		19.5		20.5		20.4		22.1		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	60.4	62.9	64.5	66.4	68.5	70.0	71.1	72.5	72.2	72.7	71.4	71.0	69.0	67.3	65.6	63.1				
		WK. 2	63.0	64.0	65.8	68.2	68.4	68.3	68.3	69.3	70.9	71.7	71.1	69.7	68.2	65.3	63.0	61.8				
U.S. TV Households:		76,300,000																				

For explanation of symbols, See page A.

EVE.SUN. NOV.11, 1979

SUN. 11:00 P.M. - 12:45 A.M.

MON.-FRI. 11:30 P.M. - 1:45 A.M.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30
W	TOTAL AUDIENCE (Households (000) & %)	{		7,860 10.3													
	ABC TV	{		ABC SUNDAY NIGHT MOVIE		ABC WEEKEND REPORT- SUN.											
	AVERAGE AUDIENCE (Households (000) & %)	{		7,710 10.1													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		25 10.1													
E	TOTAL AUDIENCE (Households (000) & %)	{		4,960 6.5					7,400 9.7					3,820 5.0			
	CBS TV	{		CBS SUNDAY NEWS-BRADLEY (11:00-11:21PM) (OP)						LATE MOVIE I >(-OP)				LATE MOVIE II >			
	AVERAGE AUDIENCE (Households (000) & %)	{		4,430 5.8					5,040 6.6	7.1*			6.3*	3,130 4.1	3.9*		3.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		11 5.8					25 7.5	22*	6.8	6.5	26*	26 4.3	24*	4.0	27*
K	TOTAL AUDIENCE (Households (000) & %)	{		4,200 5.5					9,380 12.3						2,900 3.8		
	NBC TV	{								TONIGHT SHOW					TOMORROW SHOW (M-TH)>(OP)>(-OP)		
	AVERAGE AUDIENCE (Households (000) & %)	{		2,440 3.2	3.4*		3.6*		5,570 7.3	8.7*			6.9*		2,140 2.8	3.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		16 8.2	11*		17*		28 9.2	27*	7.6	7.6	28*	5.5	31*	23	2.5
1	TOTAL AUDIENCE (Households (000) & %)	{		6,260 8.2													
	ABC TV	{		ABC WEEKEND REPORT- SUN.													
	AVERAGE AUDIENCE (Households (000) & %)	{		5,950 7.8													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		14 7.8													
E	TOTAL AUDIENCE (Households (000) & %)	{		6,330 8.3					7,020 9.2					4,040 5.3			
	CBS TV	{		CBS SUNDAY NEWS-BRADLEY (11:13-11:28PM) (OP)						LATE MOVIE I >(S)(OP)>(-OP)				LATE MOVIE II >(OP)>(-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{		6,180 8.1					4,810 6.3					3,360 4.4			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		16 7.6	8.2				23 7.5					27 4.7			
K	TOTAL AUDIENCE (Households (000) & %)	{		2,440 3.2					10,070 13.2						3,280 4.3		
	NBC TV	{		BIG EVENT DOG DAY AFTERNOON				NBC LATE NIGHT MOVIE (12:00-1:37AM)>(-OP)		TONIGHT SHOW					TOMORROW SHOW (M-TH)>(OP)>(-OP)		
	AVERAGE AUDIENCE (Households (000) & %)	{		1,680 2.2	2.5*				5,950 7.8	9.1*			7.5*		2,520 3.3	3.6*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		11 2.5	10*				28 9.5	27*	8.7	8.1	29*	7.0	31*	24	2.8
2	TOTAL AUDIENCE (Households (000) & %)	{		20.9	19.0												
	TV HOUSEHOLDS USING TV (See Def. 1)	{		WK. 1 57.9	43.0	33.0	26.7	23.0	20.2	17.5	33.6	30.1	25.9	23.1	19.8	17.1	14.9
		{		WK. 2 56.1	49.2	39.5	32.2	26.7	23.7	21.1	35.8	32.1	27.5	24.4	21.3	18.8	16.7
	U.S. TV Households: 76,300,000	{															

For explanation of symbols, See page A.

SUN. 11:00 P.M. - 12:45 A.M.

MON.-FRI. 11:30 P.M. - 1:45 A.M.



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT.29-NOV.2, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			4,200 5.5				4,650 6.1									
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)			3,280 4.3				3,820 5.0									
	SHARE OF AUDIENCE %			24				27									
WEEK 2	AVG. AUD. BY ¼ HR. %			4.2		4.4		4.8		5.1							
	TOTAL AUDIENCE (Households (000) & %)			2,820 3.7				4,430 5.8						2,520 3.3		3,280 4.3	
	CBS TV			MORNING MON-FRI (CO-OP) (PARTICIPATING)				CAPTAIN KANGAROO						ALL STAR BEAT THE CLOCK (MTUWF)(S)(OP)		CELEBRITY WHEW (10:30-10:54AM)(MTUWF)(S)(OP)	
	AVERAGE AUDIENCE (Households (000) & %)			1,750 2.3				2,750 3.6						1,980 2.6		2,820 3.7	
WEEK 3	SHARE OF AUDIENCE %			14		2.4*		20		3.2*				14		19	
	AVG. AUD. BY ¼ HR. %			2.3		2.3		3.0		3.5		3.8		2.5		3.5	
	TOTAL AUDIENCE (Households (000) & %)			4,430 5.8				5,110 6.7						3,280 4.3		3,660 4.8	
	NBC TV			TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)						CARD SHARKS		HOLLYWOOD SQUARES (SUS)(OP)	
WEEK 4	AVERAGE AUDIENCE (Households (000) & %)			3,510 4.6				4,120 5.4						2,750 3.6		3,200 4.2	
	SHARE OF AUDIENCE %			26				29						19		22	
	AVG. AUD. BY ¼ HR. %			4.5		4.8		5.6		5.3				3.4		4.2	
	TOTAL AUDIENCE (Households (000) & %)			3,660 4.8				4,270 5.6									
WEEK 5	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)			2,750 3.6				3,660 4.8									
	SHARE OF AUDIENCE %			22				27									
	AVG. AUD. BY ¼ HR. %			3.5		3.7		4.6		4.9							
WEEK 6	TOTAL AUDIENCE (Households (000) & %)			2,750 3.6				3,740 4.9						2,590 3.4		2,900 3.8	
	CBS TV			MORNING MON-FRI (CO-OP) (PARTICIPATING)				CAPTAIN KANGAROO						ALL STAR BEAT THE CLOCK		CELEBRITY WHEW (10:30-10:54AM)(OP)	
	AVERAGE AUDIENCE (Households (000) & %)			1,750 2.3				2,370 3.1						2,140 2.8		2,590 3.4	
	SHARE OF AUDIENCE %			15		2.4*		17		2.8*				15		19	
WEEK 7	AVG. AUD. BY ¼ HR. %			2.1		2.3		2.5		2.5		3.1		3.3		3.4	
	TOTAL AUDIENCE (Households (000) & %)			4,500 5.9				4,960 6.5						3,200 4.2		3,740 4.9	
	NBC TV			TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)						CARD SHARKS		HOLLYWOOD SQUARES (SUS)(OP)	
	AVERAGE AUDIENCE (Households (000) & %)			3,430 4.5				4,200 5.5						2,750 3.6		3,200 4.2	
WEEK 8	SHARE OF AUDIENCE %			27				31						20		23	
	AVG. AUD. BY ¼ HR. %			4.4		4.6		5.5		5.5				3.4		4.2	
	TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	9.4	12.4	15.0	16.4	16.6	17.3	17.5	17.6	18.3	18.8	19.1	18.8	18.4	18.9	19.2
		WK. 2	8.0	10.8	13.5	15.0	15.8	16.4	16.5	17.1	17.4	18.0	18.3	18.4	17.8	17.9	18.2

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. NOV.5-9, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 29-NOV. 2, 1979

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,810 6.3		{ 6,180 8.1		{ 3,820 5.0		{ 6,260 8.2		{ 9,080 11.9		{ 8,470 11.1					
	ABC TV	LAVERNE & SHIRLEY M-F		FAMILY FEUD		\$20,000 PYRAMID		RYAN'S HOPE		ALL MY CHILDREN (OP)		ONE LIFE TO LIVE					
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,040 5.3		{ 5,340 7.0		{ 3,200 4.2		{ 5,260 6.9		{ 6,940 9.1		{ 6,790 8.9		{ 8.5* 31 *		{ 9.3* 33 *	
	SHARE OF AUDIENCE %	28		33		18		27		33		34 *		31 *		33 *	
WEEK 2	AVG. AUD. BY ¼ HR. %	5.0		5.6		6.7		7.2		4.1		4.4		6.7		7.1	
	TOTAL AUDIENCE (Households (000) & %)	{ 4,650 6.1		{ 5,040 6.6		{ 7,020 9.2		{ 8,090 10.6		{ 7,550 9.9		{ 7,400 9.7					
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2		SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS		AS THE WORLD TURNS		GUIDING LIGHT					
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,970 5.2		{ 4,500 5.9		{ 6,180 8.1		{ 7,170 9.4		{ 5,720 7.5		{ 6,030 7.9		{ 7.8* 28 *		{ 7.9* 29 *	
WEEK 1	SHARE OF AUDIENCE %	27		28		32		37		27		25 *		29 *		28 *	
	AVG. AUD. BY ¼ HR. %	4.9		5.5		5.7		6.1		8.1		9.2		9.6		7.1	
	TOTAL AUDIENCE (Households (000) & %)	{ 4,200 5.5		{ 4,430 5.8		{ 3,050 4.0		{ 4,350 5.7		{ 6,870 9.0		{ 5,110 6.7		{ 7,320 9.6			
	NBC TV	HIGH ROLLERS		WHEEL OF FORTUNE (SUS)(OP)		MINDREADERS		PASSWORD PLUS (SUS)(OP)		DAYS OF OUR LIVES		DOCTORS		ANOTHER WORLD			
WEEK 2	AVERAGE AUDIENCE (Households (000) & %)	{ 3,660 4.8		{ 3,820 5.0		{ 2,520 3.3		{ 3,510 4.6		{ 5,040 6.6		{ 4,650 6.1		{ 4,960 6.5		{ 6.2* 22 *	
	SHARE OF AUDIENCE %	25		24		14		18		24 *		24 *		22		22 *	
	AVG. AUD. BY ¼ HR. %	4.8		4.8		4.8		5.1		3.3		3.3		4.3		4.9	
	TOTAL AUDIENCE (Households (000) & %)	{ 4,500 5.9		{ 5,720 7.5		{ 3,590 4.7		{ 6,180 8.1		{ 8,550 11.2		{ 8,550 11.2					
WEEK 1	ABC TV	LAVERNE & SHIRLEY M-F		FAMILY FEUD		\$20,000 PYRAMID		RYAN'S HOPE		ALL MY CHILDREN (OP)		ONE LIFE TO LIVE					
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,890 5.1		{ 4,880 6.4		{ 3,050 4.0		{ 5,340 7.0		{ 6,560 8.6		{ 6,640 8.7		{ 8.1* 31 *		{ 9.1* 33 *	
	SHARE OF AUDIENCE %	28		31		17		28		32		33 *		31 *		33 *	
	AVG. AUD. BY ¼ HR. %	4.7		5.3		6.2		6.7		7.2		7.9		8.3		8.9	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,650 6.1		{ 5,190 6.8		{ 6,870 9.0		{ 7,780 10.2		{ 7,170 9.4		{ 6,870 9.0					
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2		SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS		AS THE WORLD TURNS		GUIDING LIGHT					
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,970 5.2		{ 4,500 5.9		{ 6,100 8.0		{ 6,940 9.1		{ 5,570 7.3		{ 5,570 7.3		{ 7.2* 26 *		{ 7.2* 26 *	
	SHARE OF AUDIENCE %	28		30		32		37		27		25 *		29 *		26 *	
WEEK 1	AVG. AUD. BY ¼ HR. %	5.1		5.4		5.6		6.1		7.9		8.1		9.0		9.3	
	TOTAL AUDIENCE (Households (000) & %)	{ 4,040 5.3		{ 4,270 5.6		{ 2,670 3.5		{ 4,120 5.4		{ 6,640 8.7		{ 4,810 6.3		{ 7,320 9.6			
	NBC TV	HIGH ROLLERS		WHEEL OF FORTUNE (SUS)(OP)		MINDREADERS		PASSWORD PLUS (SUS)(OP)		DAYS OF OUR LIVES		DOCTORS		ANOTHER WORLD			
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,510 4.6		{ 3,660 4.8		{ 2,370 3.1		{ 3,510 4.6		{ 5,040 6.6		{ 4,270 5.6		{ 5,040 6.6		{ 6.0* 23 *	
WEEK 2	SHARE OF AUDIENCE %	25		24		13		18		25		24 *		26 *		22 *	
	AVG. AUD. BY ¼ HR. %	4.6		4.5		4.8		4.9		2.9		3.2		4.5		4.7	
	TV HOUSEHOLDS USING TV WK. 1 (See Def. 1)	19.6	20.4	21.1	22.5	24.1	25.7	26.0	26.6	26.4	27.1	27.2	27.4	27.2	27.6	27.9	28.6
	WK. 2	18.5	19.4	20.1	21.4	23.3	25.0	25.7	26.2	26.2	26.7	27.0	27.2	26.7	27.3	27.2	28.2

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. NOV. 5-9, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 29-NOV. 2, 1979

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 9,540 12.5		GENERAL HOSPITAL		4,200 5.5		EDGE OF NIGHT								11,290 14.8		
	ABC TV																	ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,630 10.0		9.6*		10.4*		3,590 4.7								9,840 12.9		
	SHARE OF AUDIENCE %	{ 33		33 *		34 *		15								23		
	AVG. AUD. BY ¼ HR.	{ 9.4		9.9		10.3		10.4		4.8		4.7				12.5 13.2		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 6,260 8.2		GUIDING LIGHT		ONE DAY AT A TIME-M-F		2,900 3.8								13,050 17.1		
	CBS TV																	CBS EVENING NEWS-CRONKITE
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,260 7.9		7.9*		6.9		2,520 3.3								11,450 15.0		
	SHARE OF AUDIENCE %	{ 27		27 *		23		11								27		
	AVG. AUD. BY ¼ HR.	{ 7.8		7.8		6.6		7.2		3.2		3.3				14.8 15.3		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 9,690 12.7		ANOTHER WORLD		4,960 6.5		EDGE OF NIGHT								11,980 15.7		
	NBC TV																	NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)	{ 10,610 13.9		6.4*		7.0*										10,610 13.9		
	SHARE OF AUDIENCE %	{ 22		22 *		23 *										25		
	AVG. AUD. BY ¼ HR.	{ 6.3		6.4		7.0		7.0								13.5 14.2		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,860 10.3		GENERAL HOSPITAL		4,200 5.5		EDGE OF NIGHT								12,280 16.1		
	ABC TV																	ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)	{ 10,830 14.2		9.9*		10.8*		5.5								10,830 14.2		
	SHARE OF AUDIENCE %	{ 34		33 *		35 *		18								25		
	AVG. AUD. BY ¼ HR.	{ 9.6		10.2		10.8		10.8		5.5		5.4				13.7 14.6		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,490 8.5		GUIDING LIGHT		ONE DAY AT A TIME-M-F		2,900 3.8								13,200 17.3		
	CBS TV																	CBS EVENING NEWS-CRONKITE
	AVERAGE AUDIENCE (Households (000) & %)	{ 11,600 15.2		7.3*		7.1		2,440 3.2								11,600 15.2		
	SHARE OF AUDIENCE %	{ 25		25 *		23		10								27		
	AVG. AUD. BY ¼ HR.	{ 7.4		7.3		6.6		7.5		3.0		3.4				15.1 15.4		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 9,690 12.7		ANOTHER WORLD		4,960 6.5		EDGE OF NIGHT								12,210 16.0		
	NBC TV																	NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)	{ 10,610 13.9		6.6*		7.3*										10,610 13.9		
	SHARE OF AUDIENCE %	{ 22		22 *		23 *										25		
	AVG. AUD. BY ¼ HR.	{ 6.5		6.7		7.2		7.3								13.8 14.1		
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	29.1	30.1	30.3	31.3	30.9	32.6	33.4	35.9	38.0	40.9	43.3	46.2	50.1	53.0	55.1	57.2
		WK 2	29.0	30.6	30.7	31.8	31.3	33.3	34.8	37.1	39.4	42.0	44.7	47.6	51.4	53.9	55.3	56.9



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. NOV. 3, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					3,890 5.1		5,040 6.6		5,490 7.2		5,570 7.3		5,490 7.2		6,330 8.3		
	ABC TV					GREATEST SUPERFRIENDS-1		GREATEST SUPERFRIENDS-2 (OP)		PLASTICMAN COMEDY-SHOW-1		PLASTICMAN COMEDY-SHOW-2		PLASTICMAN COMEDY-SHOW-3		PLASTICMAN COMEDY-SHOW-4 (OP)		
	AVERAGE AUDIENCE (Households (000) & %)					2,900 3.8		4,270 5.6		4,580 6.0		4,810 6.3		4,500 5.9		5,190 6.8		
	SHARE OF AUDIENCE %					20		24		27		25		23		27		
	AVG. AUD. BY ¼ HR. %					3.5	4.2	5.3	6.0	5.3	6.8	6.6	6.0	6.1	5.7	6.9	6.7	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					4,270 5.6		5,800 7.6		7,250 9.5		9,160 12.0		10,150 13.3		7,860 10.3		
	CBS TV					MIGHTY MOUSE-HECKL-JECKL1 (OP)		MIGHTY MOUSE-HECKL-JECKL2 (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		ALL NEW POPEYE HOUR 1 (OP)		
	AVERAGE AUDIENCE (Households (000) & %)					3,360 4.4		4,960 6.5		6,410 8.4		7,710 10.1		8,470 11.1		7,020 9.2		
	SHARE OF AUDIENCE %					27		32		36		38		41		35		
	AVG. AUD. BY ¼ HR. %					3.9	4.8	6.3	6.7	8.1	8.8	9.6	10.5	11.0	11.2	9.1	9.3	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					3,970 5.2		4,500 5.9		5,110 6.7		5,800 7.6		4,810 6.3		5,040 6.6		
	NBC TV					BAY CITY ROLLERS (SUS)		NEW DAFFY DUCK SHOW		CASPER AND THE ANGELS (OP)		FRED & BARNEY MEET-THING		FRED & BARNEY-THING PT 2 (OP)		SUPER GLOBETROTTERS (OP)	NEW SHMOO (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					3,130 4.1		3,660 4.8		4,200 5.5		4,880 6.4		4,040 5.3		4,200 5.5		
	SHARE OF AUDIENCE %					28		24		24		25		21		21		
	AVG. AUD. BY ¼ HR. %					3.6	4.5	4.7	4.8	5.5	5.4	6.3	6.4	5.4	5.2	5.5	5.6	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					4,810 6.3		5,570 7.3		5,490 7.2		5,190 6.8		6,180 8.1		6,330 8.3		
	ABC TV					GREATEST SUPERFRIENDS-1		GREATEST SUPERFRIENDS-2 (OP)		PLASTICMAN COMEDY-SHOW-1		PLASTICMAN COMEDY-SHOW-2		PLASTICMAN COMEDY-SHOW-3		PLASTICMAN COMEDY-SHOW-4 (OP)		
	AVERAGE AUDIENCE (Households (000) & %)					3,590 4.7		4,730 6.2		4,580 6.0		4,730 6.2		4,880 6.4		5,420 7.1		
	SHARE OF AUDIENCE %					25		25		25		23		23		25		
	AVG. AUD. BY ¼ HR. %					4.2	5.3	5.8	6.6	5.5	6.4	6.5	5.9	6.4	6.5	7.6	6.7	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					4,120 5.4		6,180 8.1		7,710 10.1		8,930 11.7		10,910 14.3		8,930 11.7		
	CBS TV					MIGHTY MOUSE-HECKL-JECKL1 (OP)		MIGHTY MOUSE-HECKL-JECKL2 (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		ALL NEW POPEYE HOUR 1 (OP)		
	AVERAGE AUDIENCE (Households (000) & %)					3,130 4.1		5,190 6.8		6,710 8.8		7,780 10.2		9,540 12.5		7,710 10.1		
	SHARE OF AUDIENCE %					26		31		35		38		44		36		
	AVG. AUD. BY ¼ HR. %					3.5	4.8	6.4	7.2	8.6	8.9	9.6	10.7	12.0	13.0	10.5	9.8	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					3,430 4.5		4,500 5.9		5,570 7.3		6,410 8.4		5,340 7.0		5,110 6.7		
	NBC TV					BAY CITY ROLLERS (SUS)		NEW DAFFY DUCK SHOW		CASPER AND THE ANGELS (OP)		FRED & BARNEY MEET-THING		FRED & BARNEY-THING PT 2 (OP)		SUPER GLOBETROTTERS (OP)	NEW SHMOO (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					2,590 3.4		3,740 4.9		4,500 5.9		5,340 7.0		4,500 5.9		4,350 5.7		
	SHARE OF AUDIENCE %					23		23		24		26		21		21		
	AVG. AUD. BY ¼ HR. %					2.8	4.0	4.5	5.4	5.9	6.0	6.8	7.1	5.9	5.9	5.5	5.9	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	5.8	8.2	10.1	12.6	15.1	17.3	19.2	21.3	22.7	24.3	26.1	27.1	27.3	26.9	26.2	26.5
		WK. 2	5.0	6.4	8.2	10.6	13.9	17.8	20.4	23.3	24.7	25.6	26.4	27.5	28.2	29.2	28.7	27.7

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

DAY SAT. NOV. 10, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. NOV. 3, 1979

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	4,960 6.5		5,260 6.9		5,650 7.4	17,010 22.3										
	ABC TV		SPIDERWOMAN (OP)		SCOOBY AND SCRAPPY DOO (OP)		ABC WEEKEND SPECIALS GHOST OF THOMAS KEMPE, PART 1			NCAA FOOTBALL GAME VARIOUS TEAMS AND TIMES (12:44-4:03PM)(OP)								
	AVERAGE AUDIENCE (Households (000) & %)	{	4,430 5.8		4,270 5.6		4,500 5.9	8,010 10.5				9.3* 33 *		10.9* 37 *		10.3* 36 *	11.4* 37 *	
	SHARE OF AUDIENCE %	%	22		24		20	35				33 *		37 *		36 *	37 *	
	AVG. AUD. BY ¼ HR. %	%	5.9	5.6	5.6	5.6	5.4	6.5	6.0	6.9	8.9	9.8	10.7	11.1	10.5	10.0	11.1	11.7
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	8,390 11.0		6,260 8.2		4,730 6.2	5,190 6.8		6,330 8.3		4,580 6.0						
	CBS TV		ALL NEW POPEYE HOUR 2 (OP)		NEW FAT ALBERT SHOW (OP)		JASON OF STAR COMMAND (OP)	TARZAN AND SUPER SEVEN 1 (OP)		TARZAN AND SUPER SEVEN 2 (OP)		30 MINUTES						
	AVERAGE AUDIENCE (Households (000) & %)	{	6,870 9.0		5,420 7.1		3,740 4.9	4,200 5.5		4,880 6.4		3,590 4.7						
	SHARE OF AUDIENCE %	%	35		28		19	21		23		16						
	AVG. AUD. BY ¼ HR. %	%	9.4	8.6	7.1	7.1	5.0	4.8	5.4	5.7	6.2	6.5	4.8	4.7				
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	3,820 5.0		4,120 5.4		5,340 7.0	5,650 7.4										
	NBC TV		FLASH GORDON (OP)		GODZILLA (OP)		JONNY QUEST	JETSONS										
	AVERAGE AUDIENCE (Households (000) & %)	{	3,360 4.4		3,740 4.9		4,580 6.0	4,500 5.9										
	SHARE OF AUDIENCE %	%	17		19		23	22										
	AVG. AUD. BY ¼ HR. %	%	4.4	4.4	5.0	4.9	5.8	6.2	5.9	5.9								
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	6,030 7.9		5,420 7.1		7,020 9.2	19,230 25.2										
	ABC TV		SPIDERWOMAN (OP)		SCOOBY AND SCRAPPY DOO (OP)		ABC WEEKEND SPECIALS GHOST OF THOMAS KEMPE, PART 2			NCAA FOOTBALL GAME VARIOUS TEAMS AND TIMES (12:43-3:53PM)(OP)								
	AVERAGE AUDIENCE (Households (000) & %)	{	4,730 6.2		4,500 5.9		5,720 7.5	9,460 12.4				10.2* 33 *		12.3* 39 *		13.1* 41 *	13.8* 41 *	
	SHARE OF AUDIENCE %	%	20		22		24	38				33 *		39 *		41 *	41 *	
	AVG. AUD. BY ¼ HR. %	%	6.7	5.7	5.5	6.2	7.0	8.0	8.0	8.7	9.7	10.7	12.1	12.4	12.8	13.3	13.7	13.9
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	9,000 11.8		8,090 10.6		5,880 7.7	6,410 8.4		7,780 10.2		5,880 7.7						
	CBS TV		ALL NEW POPEYE HOUR 2 (OP)		NEW FAT ALBERT SHOW (OP)		JASON OF STAR COMMAND (OP)	TARZAN AND SUPER SEVEN 1 (OP)		TARZAN AND SUPER SEVEN 2 (OP)		30 MINUTES						
	AVERAGE AUDIENCE (Households (000) & %)	{	7,940 10.4		6,790 8.9		4,810 6.3	5,490 7.2		6,260 8.2		4,580 6.0						
	SHARE OF AUDIENCE %	%	38		32		22	24		26		19						
	AVG. AUD. BY ¼ HR. %	%	10.6	10.1	8.7	9.0	6.4	6.1	7.0	7.3	8.3	8.1	6.2	5.8				
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	4,580 6.0		4,730 6.2		4,730 6.2	3,740 4.9										
	NBC TV		FLASH GORDON (OP)		GODZILLA (OP)		HOT HERO SANDWICH PART I	HOT HERO SANDWICH PART II										
	AVERAGE AUDIENCE (Households (000) & %)	{	3,820 5.0		4,040 5.3		3,660 4.8	3,130 4.1										
	SHARE OF AUDIENCE %	%	18		19		17	14										
	AVG. AUD. BY ¼ HR. %	%	4.9	5.1	5.3	5.3	4.8	4.8	4.3	4.0								
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	26.2	25.8	25.8	25.4	26.2	26.5	26.2	27.3	27.4	28.6	29.1	29.5	28.9	29.0	30.8	31.7
		WK. 2	27.8	27.5	27.5	28.8	28.0	28.3	29.3	30.6	30.6	31.6	32.0	32.4	32.8	34.3	34.9	35.9

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

DAY SAT. NOV. 10, 1979

## NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. NOV. 3, 1979

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{		3,890 5.1		20,520 26.9									
	ABC TV		{		NCAA FOOTBALL GAME VARIOUS TEAMS AND TIMES (12:44-4:03PM)(OP)		(1) (OP)		NCAA FOOTBALL GAME 2 VARIOUS TEAMS AND TIMES (4:00-7:04PM)(SUS)(OP)							
	AVERAGE AUDIENCE (Households (000) & %)		{		11.4*		3,820 5.0		8,930 11.7		11.0*		10.4*		10.4*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		36 *		16		29		33 *		29 *		26 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		11.2		11.6		12.2		5.0		10.7		11.3	
	CBS TV		{						14,420 18.9		CBS SPORTS SPECTACULAR				9,690 12.7	
	AVERAGE AUDIENCE (Households (000) & %)		{								8,850 11.6		8.3*		11.9*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{								29		23 *		30 *	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{						7.7		8.9		11.0		12.8	
	NBC TV		{										14.3		14.7	
	AVERAGE AUDIENCE (Households (000) & %)		{												8,240 10.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{												21	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{												10.4	
	CBS TV		{												11.2	
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{													
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{													
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{													

U.S. TV Households: 76,300,000  
(1) NCAA FOOTBALL POST (B), ABC, (3:47-4:00PM)

For explanation of symbols, See page A.

DAY SAT. NOV. 10, 1979



U.S. TV Households: 76,300,000

DAY SUN. NOV.11, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. NOV. 4, 1979

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	2,820 3.7		2,900 3.8		3,050 4.0		2,820 3.7								
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{	2,210 2.9		2,440 3.2		2,370 3.1		2,290 3.0								
	SHARE OF AUDIENCE %		12		12		12		11								
	AVG. AUD. BY ¼ HR. %		2.7	3.1	3.2	3.2	3.1	3.0	3.3	2.6							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			4,120 5.4				8,320 10.9		23,960 31.4						
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{			3,280 4.3				6,180 8.1		13,660 17.9						
	SHARE OF AUDIENCE %				16				32		48 *			17.9* 52 *		18.6* 50 *	18.4* 48 *
	AVG. AUD. BY ¼ HR. %				4.3	4.2			6.8	9.4	13.5	16.1	17.7	18.1	18.5	18.7	18.6
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{				3,430 4.5		3,050 4.0		20,140 26.4							
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{				2,590 3.4		2,370 3.1		9,540 12.5							
	SHARE OF AUDIENCE %					15		12		33	9.3* 29 *			11.0* 31 *		12.6* 33 *	14.4* 37 *
	AVG. AUD. BY ¼ HR. %																
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	2,980 3.9		2,590 3.4		2,520 3.3		2,900 3.8								
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{	2,370 3.1		1,910 2.5		1,830 2.4		2,440 3.2								
	SHARE OF AUDIENCE %		13		10		9		10								
	AVG. AUD. BY ¼ HR. %		3.2	3.0	2.3	2.6	2.5	2.3	3.2	3.2							
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{			3,590 4.7				7,320 9.6		22,970 30.1						
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{			2,900 3.8				5,950 7.8		12,590 16.5						
	SHARE OF AUDIENCE %				15				24		13.8* 40			16.1* 42 *		17.1* 42 *	17.6* 42 *
	AVG. AUD. BY ¼ HR. %				3.5	4.1			7.0	8.5	12.9	14.7	15.6	16.5	16.9	17.3	17.8
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{				4,580 6.0		4,350 5.7		19,530 25.6							
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{				3,820 5.0		3,590 4.7		9,690 12.7							
	SHARE OF AUDIENCE %					20		17		32	11.3* 34 *			13.3* 37 *		13.1* 34 *	12.5* 31 *
	AVG. AUD. BY ¼ HR. %					5.0	5.1	4.3	5.1	10.5	12.1	13.1	13.6	13.6	12.6	12.4	12.6
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	24.3	25.1	26.0	26.3	25.2	25.8	26.2	29.2	31.9	33.9	35.8	36.9	38.1	39.0	39.9
		WK. 2	22.9	23.1	23.2	24.7	25.9	27.9	28.8	30.8	33.8	35.8	37.2	38.6	39.4	40.1	41.9

U.S. TV Households: 76,300,000

For explanation of symbols, See page A.

DAY SUN. NOV. 11, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. NOV. 4, 1979

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																7,250 9.5
	ABC TV																ABC WRLD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)																6,330 8.3
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																16 8.4
E E K 2	TOTAL AUDIENCE (Households (000) & %)																7,400 9.7
	CBS TV																CBS NFL FOOTBALL GAME 2 VARIOUS TEAMS AND TIMES (4:00-7:06PM)(-OP)
	AVERAGE AUDIENCE (Households (000) & %)																7,550 9.9
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																18 9.9
E E K 3	TOTAL AUDIENCE (Households (000) & %)																7,400 9.7
	NBC TV																NBC NIGHTLY NEWS- SUN.
	AVERAGE AUDIENCE (Households (000) & %)																6,100 8.0
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																14 7.6
E E K 4	TOTAL AUDIENCE (Households (000) & %)																8,700 11.4
	ABC TV																ABC WRLD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)																7,250 9.5
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																17 9.4
E E K 5	TOTAL AUDIENCE (Households (000) & %)																8,770 11.5
	CBS TV																CBS EVENING NEWS- DEAN
	AVERAGE AUDIENCE (Households (000) & %)																7,400 9.7
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																16 8.8
E E K 6	TOTAL AUDIENCE (Households (000) & %)																23,730 31.1
	NBC TV																NFL FOOTBALL GAME 2-NBC NEW ENGLAND VS DENVER
	AVERAGE AUDIENCE (Households (000) & %)																12,360 16.2
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																32 11.4
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	40.5	41.4	43.0	42.4	42.1	42.9	43.4	45.0	46.1	47.5	49.3	52.2	54.0	56.0	56.7
		WK 2	43.6	43.8	44.8	46.0	46.9	47.1	47.1	48.2	48.7	49.8	52.5	53.9	55.8	56.7	58.4

U.S. TV Households: 76,300,000

(1) CBS NFL FOOTBALL POST, CBS, (3:43-4:00PM)

(2) CBS NFL FOOTBALL POST 2, CBS, (6:48-6:59PM)

For explanation of symbols, See page A

DAY SUN. NOV. 11, 1979



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %	HOUSEHOLDS (000)			SHARE %	HOUSEHOLDS (000)	SHARE %				
EVENING MONDAY																	
ABC NFL MONDAY NIGHT FOOTBALL	1	9.00-11.48PM	-GRID	26,020	34.1	13,960	18.3	31			27,390	35.9	15,410	20.2	33		
	2	9.00-11.47PM	-GRID														
			11.00						17.6							18.6	
			11.15						16.5							18.0	
			11.30						16.5							18.9	
		11.45						15.7							18.4		
EVENING TUESDAY																	
CBS CONNALLY FOR PRESIDENT(S)	1	10.54-11.00PM	10.45	12,510	16.4	10,150	13.3	25	13.3								
EVENING SATURDAY																	
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	15,870	20.8	15,870	20.8	36	20.8	15,950	20.9	15,950	20.9	35	20.9		
ABC ABC WEEKEND REPORT-SAT.		11.00-11.15PM	11.00	5,490	7.2	5,190	6.8	13	6.8	6,330	8.3	6,030	7.9	16	7.9		
CBS NEWSBREAK-SAT.	1	8.52- 8.53PM	8.45	12,360	16.2	12,360	16.2	28	16.2								
	2	8.58- 8.59PM	8.45							7,400	9.7	7,400	9.7	16	9.7		
CBS AVALANCHE(S)	1	9.30-11.30PM	-GRID	17,400	22.8	10,830	14.2	26									
		11.00							16.1								
		11.15							14.0								
NBC NBC NEWS UPDATE-SAT.	1	8.58- 8.59PM	8.45	14,730	19.3	14,730	19.3	33	19.3								
	2	9.10- 9.11PM	9.00							13,890	18.2	13,890	18.2	30	18.2		
NBC SATURDAY NIGHT																	
		11.30-12.48AM	11.30	16,100	21.1	10,530	13.8	41	15.5	17,470	22.9	11,750	15.4	41	16.4		
			11.45						15.1						16.8		
			12.00						13.9						15.6		
			12.15						13.2						14.8		
			12.30						11.8						13.8		
			12.45						10.6						12.8		
EVENING SUNDAY																	
ABC ABC NEWSBRIEF-SUN.	1	7.58- 7.59PM	7.45	11,900	15.6	11,900	15.6	23	15.6								
	2	8.58- 8.59PM	8.45							15,030	19.7	15,030	19.7	28	19.7		
CBS CBS NFL FOOTBALL SPECIAL(S)	2	7.00- 7.13PM	7.00							17,630	23.1	17,240	22.6	38	22.6		
CBS 60 MINUTES	1	7.06- 8.06PM	-GRID	28,080	36.8	21,590	28.3	44		29,450	38.6	23,730	31.1	47			
	2	7.13- 8.13PM	-GRID						30.2						32.5		
		8.00															
CBS ARCHIE BUNKER'S PLACE	1	8.06- 8.36PM	-GRID	20,980	27.5	17,930	23.5	34		21,590	28.3	19,150	25.1	37			
	2	8.13- 8.43PM	-GRID						23.9						25.6		
		8.30															
CBS ONE DAY AT A TIME	1	8.36- 9.06PM	-GRID	18,540	24.3	17,090	22.4	31		25,100	32.9	20,220	26.5	38			
	2	8.43- 9.13PM	-GRID						22.7						29.3		
		9.00															
CBS ALICE	1	9.06- 9.36PM	-GRID	17,630	23.1	16,250	21.3	29		22,130	29.0	20,300	26.6	37			
	2	9.13- 9.43PM	-GRID						20.9						26.7		
		9.30							20.2								
CBS NEWSBREAK-SUN.	1	9.04- 9.05PM	9.00	15,410	20.2	15,410	20.2	28		19,380	25.4	19,380	25.4	36	25.4		
	2	9.11- 9.12PM	9.00														
CBS JEFFERSONS	1	9.36-10.06PM	-GRID	15,790	20.7	14,800	19.4	27									
CONT'D																	

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2					
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %
EVENING SUNDAY-CONT'D															
CBS JEFFERSONS-CONT'D	2	9.43-10.13PM	-GRID 10.00						19.4		20,450	26.8	19,000	24.9	36
CBS CBS REPORTS-TEDDY(S)	1	10.06-11.06PM	-GRID 11.00	12,740	16.7	9,840	12.9	20	10.9						24.8
CBS TRAPPER JOHN, M.D.	2	10.13-11.13PM	-GRID 11.00								18,850	24.7	14,730	19.3	31
NBC NBC NEWS UPDATE-SUN.		8.58- 8.59PM	8.45	7,550	9.9	7,550	9.9	14	9.9		15,110	19.8	15,110	19.8	29
NBC NBC LATE NIGHT MOVIE	1	11.30- 1.26AM	-GRID	4,200	5.5	2,440	3.2	16							18.3
	2	12.00- 1.37AM	-GRID 12.45 1.00 1.15 1.30				3.1*	19*	2.9 2.6 2.3		2,440	3.2	1,680	2.2 2.1* 2.0*	11 10* 12*
															2.0 2.1 1.8 1.7
EVENING MONDAY-FRIDAY															
ABC ABC NEWSBRIEF-M-F		>	8.45 9.45	13,810	18.1	13,660	17.9	29	12.9 19.1	M-F TU-F	14,650	19.2	14,650	19.2	30
ABC ABC SPECIAL REPORT(S)	2	11.30-12.15AM	11.30 11.45 12.00								8,930	11.7	7,020	9.2 9.7*	29 29*
															16.1 21.3 10.1 9.4 8.2
															M-F TU-TH THU. THU. THU.
ABC BARNEY MILLER-11.30	1	11.30-12.04AM	11.30	7,630	10.0	6,030	7.9	26	8.4	TUE.					
	2	11.30-12.05AM	11.30 11.45 12.00						7.7 6.7 7.6	TUE. TUE. FRI.	6,410	8.4	5,260	6.9 7.1*	23 23*
ABC CHARLIE'S ANGELS-11.30	1	11.30-12.36AM	11.30	7,550	9.9	5,720	7.5	23							
	2	11.30-12.37AM	11.30 11.45 12.00 12.15 12.30				7.8*	21*	7.9 7.5 7.2 6.5	FRI. FRI. FRI. FRI.	9,310	12.2	6,640	8.7 9.0*	26 24*
							7.4*	25*							9.3 8.8 8.8 8.6 7.2
ABC LOVE BOAT-11.30	1	11.30-12.37AM	11.30	6,490	8.5	4,730	6.2	25	6.8	WED.					
	2	11.30-12.38AM	11.30 11.45 12.00 12.15 12.30				6.4*	22*	6.0 6.3 6.3 5.5	WED. WED. WED. WED.	8,390	11.0	6,030	7.9 8.3*	28 25*
							6.3*	28*							8.9 7.8 7.8 7.9 7.0
ABC POLICE WOMAN	1	11.30-12.37AM	11.30 11.45 12.00 12.15 12.30	6,100	8.0	3,970	5.2 5.8*	20 19*	6.1 5.4 4.7 4.6 4.9	THU. THU. THU. THU. THU.					
ABC ABC FOOTBALL FILL(SUS)	1	11.48-12.06AM	11.45							MON.					
ABC FOOTBALL FILL(SUS)	2	11.47-11.56PM	11.45												MON.
ABC TUESDAY MOVIE OF THE WEEK	1	12.04- 1.57AM	12.00	5,190	6.8	2,670	3.5	22	5.2	TUE.					
	2	12.05- 1.59AM	12.00 12.15 12.30				4.2*	18*	3.5 3.4	TUE. TUE.	4,960	6.5	2,900	3.8 4.5*	23 19*
															5.0 4.2 3.9
CONT'D															

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## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVENING MONDAY-FRIDAY-CONT'D																			
ABC TUESDAY MOVIE OF THE WEEK-CONT'D																			
			12.45					3.4*	19*	3.5	TUE.					3.8*	21*	3.6	TUE.
			1.00							3.5	TUE.							3.6	TUE.
			1.15					3.4*	26*	3.4	TUE.					3.6*	26*	3.7	TUE.
			1.30							3.0	TUE.							3.6	TUE.
			1.45					3.0*	30*	2.9	TUE.					3.5*	30*	3.4	TUE.
ABC POLICE WOMAN	2	12.15-	1.22AM	12.15								5,340	7.0	3,890	5.1	25	5.5	THU.	
			12.30														5.4	THU.	
			12.45													5.1*	24*	4.9	THU.
			1.00														5.0	THU.	
			1.15													4.8*	28*	4.3	THU.
ABC BARETTA-THU.	1	12.37-	1.27AM	12.30	3,280	4.3	2,750	3.6	22	4.1	THU.								
			12.45					3.8*	20*	3.7	THU.								
			1.00							3.5	THU.								
			1.15					3.4*	23*	3.1	THU.								
ABC BARETTA-WED.	1	12.37-	1.23AM	12.30	3,590	4.7	2,750	3.6	25	4.4	WED.								
	2	12.38-	1.26AM	12.30								4,040	5.3	3,430	4.5	27	5.3	WED.	
			12.45					4.0*	25*	3.8	WED.				5.0*	26*	4.8	WED.	
			1.00							3.2	WED.						4.2	WED.	
			1.15					3.2*	26*	3.3	WED.				4.1*	28*	3.9	WED.	
ABC BARETTA-THU.	2	1.22-	2.08AM	1.15								2,370	3.1	1,980	2.6	21	2.8	THU.	
			1.30														2.7	THU.	
			1.45													2.6*	21*	2.5	THU.
			2.00														2.4	THU.	
CBS NEWSBREAK-M-F		>	8.45	12,280	16.1	11,600	15.2	24	15.8	M-F		11,370	14.9	10,530	13.8	21	14.8	M-F	
CBS CBS NEWS SPECIAL REPORT(S)	2	11.30-	12.03AM	11.30								8,010	10.5	6,940	9.1	28	9.7	WED.	
			11.45														8.8	WED.	
			12.00														7.4	WED.	
CBS LATE MOVIE I		>	-GRID	7,400	9.7	5,040	6.6	25		M-F		7,020	9.2	4,810	6.3	23		M-F	
			11.45													7.2*	21*	6.8	MTUTHF
			12.00														6.3	M-F	
			12.15													6.2*	24*	6.0	M-F
			12.30							5.6	M-F						5.7	M-F	
			12.45													4.9*	25*	4.8	M-F
			1.00														4.4	WED.	
CBS LATE MOVIE II	2	>	-GRID									4,040	5.3	3,360	4.4	27		M-F	
			12.45														4.9	MTUTHF	
			1.00														4.4	M-F	
			1.15													4.4*	27*	4.0	M-F
			1.30														3.7	WED.	
			1.45													3.7*	32*	3.6	WED.
NBC NBC NEWS UPDATE-M-F		>	8.45	13,350	17.5	12,970	17.0	27	17.1	M-F		13,510	17.7	13,510	17.7	27	17.6	M-F	
			9.00														18.3	TUE.	
NBC MIDNIGHT SPECIAL		1.00-	2.30AM	1.00	4,500	5.9	2,590	3.4	24	4.5	FRI.	5,950	7.8	3,430	4.5	27	5.8	FRI.	
			1.15					4.1*	24*	3.8	FRI.				5.5*	27*	5.2	FRI.	
			1.30							3.4	FRI.						4.6	FRI.	
			1.45					3.2*	23*	3.0	FRI.				4.2*	26*	3.9	FRI.	
			2.00							2.9	FRI.						3.9	FRI.	
CONT'D																			



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## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D																		
NBC MIDNIGHT SPECIAL-CONT'D																		
NBC TOMORROW SHOW																		
DAY MONDAY-FRIDAY																		
ABC ABC DAYTIME NEWSBRIEF-M-F																		
ABC ABC DAYTIME NEWSBRIEF-THU(SUS)																		
ABC ABC DAYTIME NEWSBRIEF-TUE(SUS)																		
ABC ABC DAYTIME NEWSBRIEF-WED(SUS)																		
CBS SUNRISE SEMESTER(SUS)																		
CBS SUNRISE SEMESTER-MWF(SUS)																		
CBS MAGAZINE(S)																		
CBS CBS LATE MORNING NEWS																		
CBS GOING PLACES(S)																		
NBC NBC NEWS UPDATE-10.58AM(SUS)																		

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
DAY SATURDAY-CONT'D																			
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	3,660	4.8	3,510	4.6	27	4.6			4,350	5.7	4,040	5.3	30	5.3		
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	5,420	7.1	5,040	6.6	31	6.6			6,100	8.0	5,570	7.3	31	7.3		
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	6,710	8.8	6,560	8.6	35	8.6			6,940	9.1	6,790	8.9	35	8.9		
CBS IN THE NEWS- 9.59AM		9.59-10.02AM	9.45	9,080	11.9	8,700	11.4	42	11.3			9,160	12.0	8,930	11.7	42	11.8		
		10.00							11.5								11.7		
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	7,170	9.4	7,020	9.2	35	9.2			7,860	10.3	7,400	9.7	35	9.7		
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	6,790	8.9	6,260	8.2	32	8.2			7,940	10.4	7,250	9.5	35	9.5		
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	6,330	8.3	5,650	7.4	29	7.4			8,090	10.6	7,480	9.8	34	9.8		
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	4,040	5.3	3,740	4.9	18	4.9			5,260	6.9	4,880	6.4	23	6.4		
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	4,650	6.1	4,350	5.7	21	5.7			5,720	7.5	5,420	7.1	23	7.1		
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	4,880	6.4	4,730	6.2	22	6.2			6,560	8.6	6,030	7.9	25	7.9		
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	3,820	5.0	3,510	4.6	22	4.6			4,270	5.6	4,120	5.4	24	5.4		
NBC TIME OUT-9:58AM		9.58-10.00AM	9.45	4,500	5.9	4,350	5.7	22	5.7			5,260	6.9	5,110	6.7	24	6.7		
NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	4,270	5.6	4,040	5.3	21	5.3			4,650	6.1	4,430	5.8	20	5.8		
NBC TIME OUT-10:58AM		10.58-11.00AM	10.45	4,120	5.4	3,970	5.2	20	5.2			4,350	5.7	4,200	5.5	20	5.5		
NBC ASK NBC NEWS-11:28AM		11.28-11.30AM	11.15	3,510	4.6	3,510	4.6	17	4.6			4,500	5.9	4,270	5.6	20	5.6		
NBC TIME OUT-11:58AM		11.58-12.00NN	11.45	3,890	5.1	3,740	4.9	19	4.9			4,120	5.4	3,890	5.1	18	5.1		
DAY SUNDAY																			
ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	2,750	3.6	2,590	3.4	14	3.4			2,590	3.4	2,440	3.2	14	3.2		
ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	2,440	3.2	2,370	3.1	12	3.1			2,520	3.3	2,140	2.8	11	2.8		
CBS IN THE NEWS- 8.26AM-SUN.		8.26- 8.29AM	8.15	1,070	1.4	990	1.3	12	1.3			760	1.0	760	1.0	11	1.0		
CBS IN THE NEWS- 8.56AM-SUN.		8.56- 8.59AM	8.45	1,370	1.8	1,300	1.7	13	1.7			1,300	1.7	1,220	1.6	12	1.6		
CBS CBS NFL FOOTBALL GAME 1	1	1.00- 3.43PM	-GRID 3.30	23,960	31.4	13,660	17.9	49											
									19.8										
CBS CBS NFL FOOTBALL GAME 2	1	4.00- 6.48PM	-GRID	22,200	29.1	10,150	13.3	28											
	1	6.59- 7.06PM	7.00						20.3										
NBC NFL FOOTBALL POST-NBC	2	3.51- 4.00PM	3.45									8,850	11.6	7,170	9.4	21	9.4		